SATURDAY NIGHT

AUGUST 2, 1952 10 CENTS

JACK KENT COOKE: NEW WONDERBOY

by Thelma LeCocq

JACK KENT COOKE who owns radio station CKEY in Toronto, *New Liberty* Magazine and the Toronto Baseball Club, is probably Canada's youngest self-made millionaire. His first salaried job, during the depression, paid him $11 a week. By the time he was 32 he had his first million. Today at 39, he is computed to be worth $4 million.

"I never see any of it, I only read about it," he complains happily, producing an alligator wallet that contains no more than a $5 bill.

Being under no obligation to carry money has a certain satisfaction for Jack Cooke. He has a six-acre estate in Toronto's sable-coated Bayview district. He owns a yacht and a Lincoln Continental, wears $300 Brooks Brothers suits. He has reached a stage of solvency in which it is possible for him to travel almost anywhere, buy almost anything without producing money—at least immediately.

Besides being the youngest, he is probably Canada's handsomest millionaire. He has a smile which not only lights up his whole face, but gives the impression that it could light up a whole night club. As though that weren't enough, he has fairish curly hair which is thinning only slightly, a finely shaped nose, noticeably good teeth and an adequate chin. Only point of mystery is his eyes which are said to be blue but which narrow to a fan of wrinkles at the corners so that the color as well as the expression is only guesswork. These lines, like the ones on his forehead, were put there early by facial activity and have nothing to do with the fact that he's nearing 40.

HAVING imitated neither the business manners nor the trappings of the older tycoons, Jack Cooke is easy to meet. When you go into his office, chances are he's holding the phone with one hand, stirring a paper cup of coffee with the other. He pauses long enough to shake hands, offer coffee, and is back on the phone again. None of his conversations, whether they have to do with buying a car, hiring a ball player or taking over a motion-picture company, appear to be in the least private.

Even his office is not strictly a private office, but more of a conference room with his desk stroking the T of the board table. It is designed to be stimulating rather than quiet, with a contrast of glossy black desks and cream leather chairs and chesterfield; with one wall in a zig-zag pattern of black and gold that gives the effect of being in perpetual motion.

Like the pattern on the wall, Jack Cooke is in perpetual motion. He arrives at his office, driven by a chauffeur, at eight in the morning. He rarely leaves his desk until it is time for him to go home to dinner or grab a bite before the ball game. Executives of the magazine and the radio station claim he calls meetings at 12.30 or 5.30 to make

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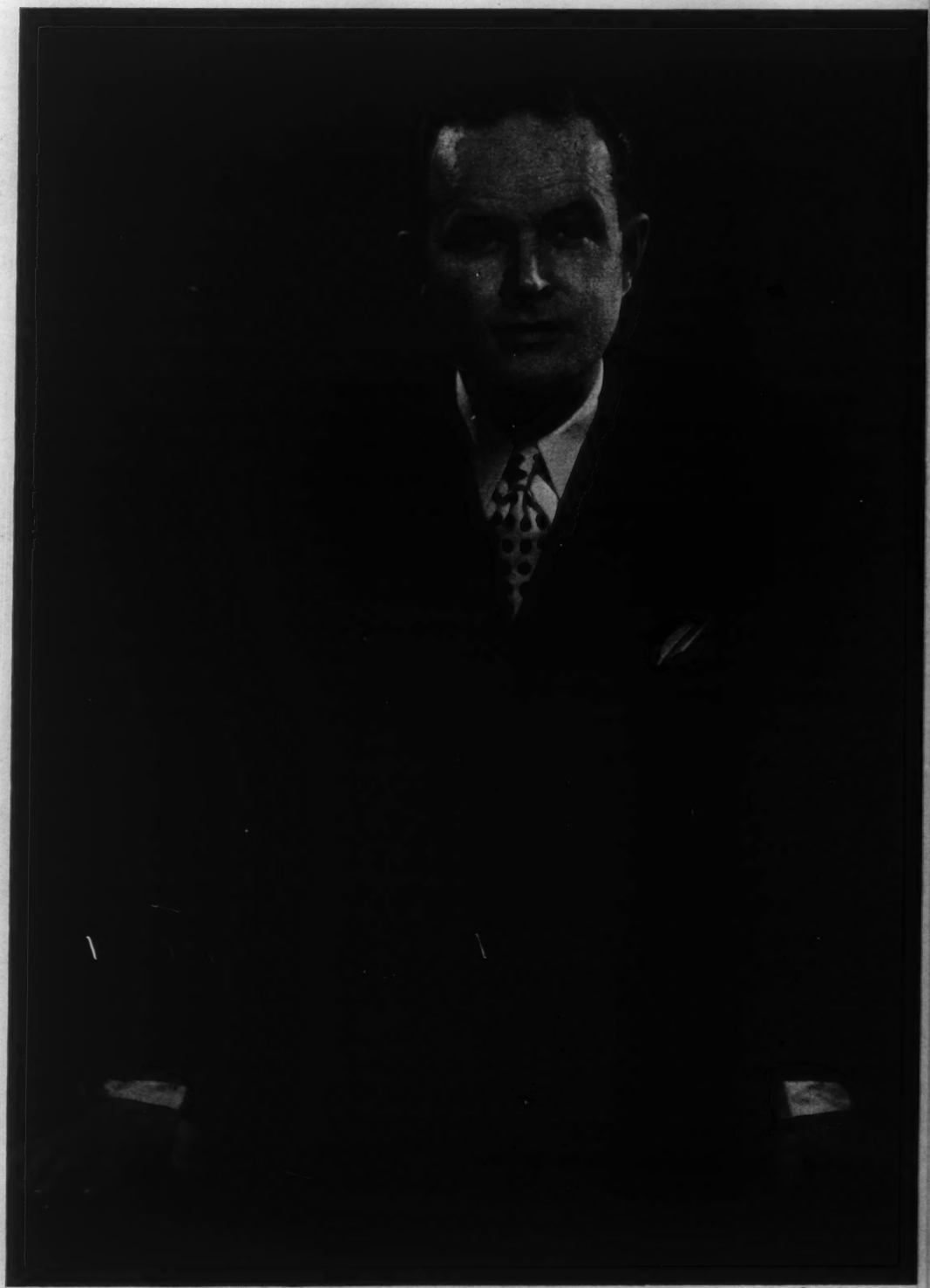


—© Karsh

COOKE'S TOUR OF TORONTO: RADIO, PUBLISHING, BASEBALL

Making the Seaway Pay . . . . . Michael Barkway
Revolution in Sending News . . . . . John Dauphinee

LETTERS TO THE EDITOR

Bar Association and Press

I HAVE read with interest the letter of H. E. Maxwell of Ottawa, Ontario, published in your issue on June 28, commenting on the article written by Mr. J. A. Clark, QC, President of the Canadian Bar Association, concerning judicial appointments in Canada.

Without in any way dealing with the points raised by Mr. Maxwell, I must reply to a statement which creates a most unfortunate impression. Mr. Maxwell stated in his letter that he has been told that newspapers and publications such as yours were given advance copies of this article "with the implication that a favorable comment would be welcome. There appears to be considerable of it-and that is quite all right with me."

As Chairman of the Public Relations Committee of the Canadian Bar Association and as the person responsible for the distribution of Mr. Clark's article, I am somewhat disturbed with Mr. Maxwell's statement above quoted. Even if not intended, it could be interpreted as reflecting upon the integrity of the Canadian Bar Association as well as that of newspapers and publications who received the article. I therefore feel that the above statement should be corrected.

Copies of the *Canadian Bar Review* and reference to special articles are furnished to newspapers and other publications through the medium of the Public Relations Committee of the Canadian Bar Association. This is done to particularly bring to the attention of the editors of such newspapers and publications matters which may be considered of public interest and importance.

Editorial reaction to any article, whether approving or disapproving, is the sole prerogative of the newspapers and publications to whom the article is referred. No request or implication of request is made or would be made that any article be considered with a view to either favorable or unfavorable comment.

Following this principle, Mr. Clark's article was sent to the various newspapers and other publications with the statement that the Public Relations Committee felt that the appointment of Judges was a matter of great importance "not only to the legal profession but also to the public", and the copies were sent "in case you wish to consider it for the purpose of making editorial comment".

I am sure that Mr. Maxwell will agree that this does not constitute an "implication" for "favorable comment". Its reception and reaction by both press and public (including SATURDAY NIGHT and Mr. Maxwell's letter) will bear this out.

DAVID J. ONGLEY
Chairman, Public Relations Committee, Canadian Bar Association.
Toronto

Tips in France

MY BUSINESS is one which takes me into quite a number of the larger cities of the world; while in Toronto some time ago to attend your International Trade Fair I read your article "Palms Up in France".

As a European who takes a somewhat closer view of money matters than the open-handed North Americans may I say that I think your writer is somewhat misinformed. I would rather tip, and receive courteous service for it, in France any day than in any other country. At risk of discourtesy may I say that I found Toronto surly and grasping as well.

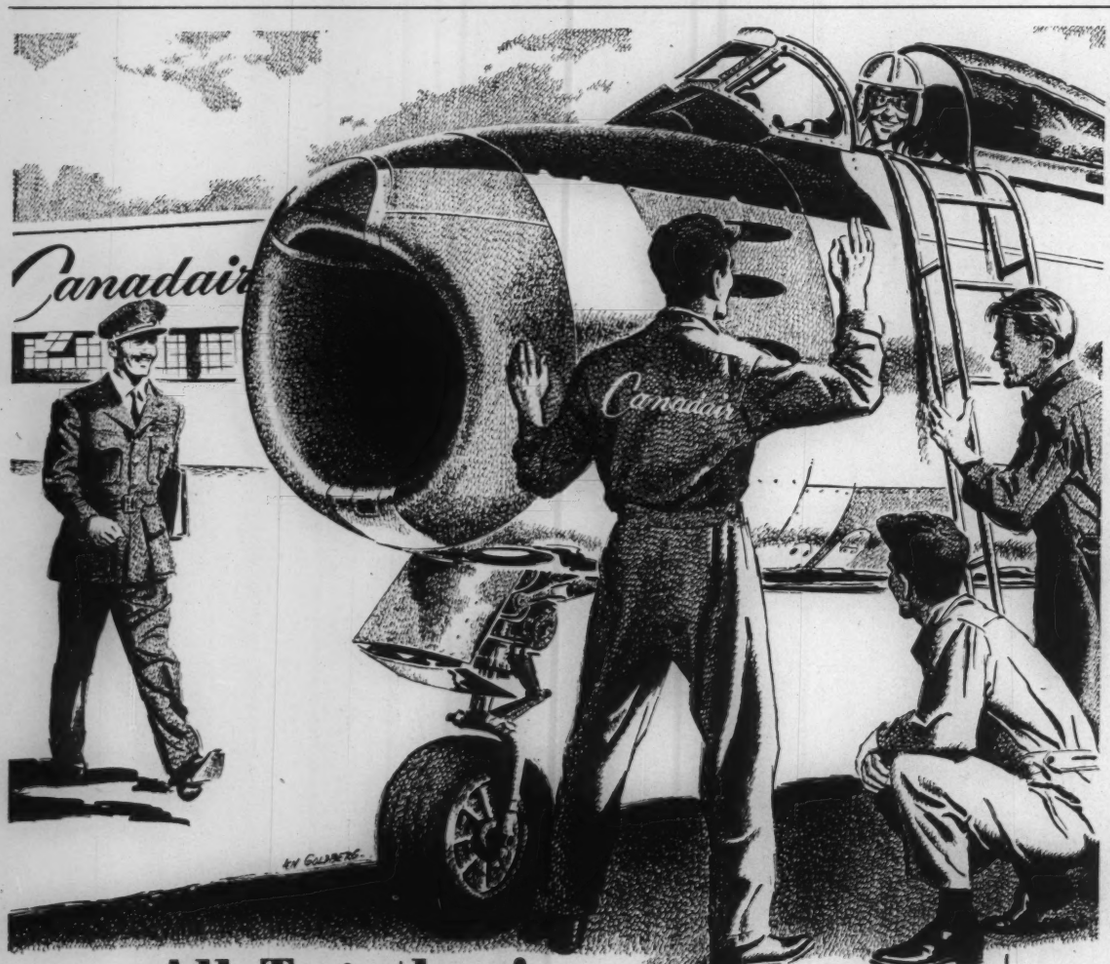
London, England WILLIAM MOORE

AS A TRAVELLER who has visited France on quite a number of occasions, may I say that I found an acid and hard-to-get-along-with quality in your article by Joyce Tedman. For my money I think that the courtesy, charm and many small acts of graciousness which the stranger receives in that country could not be purchased merely by the anticipated and expected tip. I would like to read an article by Miss Tedman's *concièrge*.

Victoria, BC MARIAN MCLEOD

DID Joyce Tedman ever have anything delivered from a drug store in Toronto? If so, I wonder what the delivery boy thought of her?

Toronto JEAN SIMONS



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SATURDAY NIGHT

THE CANADIAN WEEKLY
Established 1887

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EDITOR R. A. Farquharson
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OTTAWA VIEW

PUBLIC PAYS RAIL WAGES

by Michael Barkway

THE WAGE DEMAND of the railway unions (in the non-running trades) who seem to regard Frank Hall as their leader is classic in its simple demonstration of economic theory. No one, neither Government nor unions nor railways nor public, can conceivably suppose that the railways can meet the wage demand out of their current revenues. They have already filed applications for increased freight rates, on the present wage scale, which will be heard on September 22. They have stated—and on this they need have no fear of contradiction — that if they have to give increased wages to the non-running trades they will have to come back to the Board of Transport Commissioners for a still larger increase in freight rates.

Freight rates are not something that big business pays. The cost of carrying goods from their place of manufacture or growth is always—and properly—part of the price of those goods to the person who buys them. With one important exception. The exception is the case of Canadian goods which are going into export markets to compete with the products of other countries. In this case the exporter cannot increase his price without losing his market to someone else. He may himself have to take the loss involved in paying higher freight rates. The obvious case of the exporter in this case is the prairie wheat farmer. But the same calculation applies to other kinds of producers in other parts of Canada and to manufacturers who are trying to sell in export markets.

THE COST of increased freight rates, therefore, is broadly divided between Canadian consumers and Canadian exporters. It is from their pockets that the railway unions are trying to get increased wages. If they succeed, as they no doubt will, it is not only the farmers (who are already protesting through the Federation of Agriculture) who will have to pay the shot. Consumers will have to pay part of it, too, in increased prices. And then all the other labor unions will use Frank Hall's gains to bolster their own demands for higher wages because prices are higher.

The merry-go-round of the inflationary spiral is complete and obvious in a way which rarely shows so clearly.

It is ironic and tragic, and may yet prove disastrous, that just when Canada seems to have beaten the post-Korean inflation, so many labor unions—railway workers, loggers, builders and others—should be doing all they can to start the mad merry-go-round again. But if they succeed this time they won't reap the booming full employment and high prices which they used to complain about. High wages and high prices can only be carried by high demand; and the public is not now prepared to buy at any price. If labor sows high prices by insisting on unreasonably high wages, it will reap unemployment. The consumer still has the last word, and this year he seems to be in the mood to exercise it.

The outlook for next winter is a bit precarious anyway. A far-flung round of wage increases could do more than anything else to fulfil the more pessimistic prophecies.

WITH THAT SAID, what are the chances for a settlement of the rail dispute? As this is written, Arthur MacNamara, the veteran and imperturable Deputy Minister of Labor, is starting conciliation talks with the unions and the railways. He went down to Montreal with no indication from the unions how they would justify their 45-cent demand, and no word from the railway companies what offer — if any — they would make.

But the general view of Frank Hall's union group was comprehensible. This is the group which two years ago went on strike to support their demand for a 40-hour week plus an increase in rates of pay. Before they called the strike in August, 1950, they had been through all the negotiation and conciliation procedures laid down, and had spent 15

CONTINUED ON PAGE 8

—Norris in the Vancouver Sun

". . . bet you wouldn't mail it if it was YOUR relatives suffering in that heat wave down East . . ."

EDITORIALS

Sterling Problem Requires Patience

WE MUST think it to the good that more Canadians are paying more attention to the sterling problem. It is a matter of very direct consequence to Canada, and it is much the most serious and fundamental weakness of the Western World. But it is a pity that so much of the discussion presents the problem in such sharp contrasts. We have read discussions in Canadian journals about whether sterling will be made convertible or devalued again, as though either were an imminent possibility. In fact neither course is appropriate to the present uneasy balance.

By the exertions of the early part of this year—mostly negative, but partly constructive—the drain on sterling reserves was checked. Only a violent reversal of the present trend would bring the possibility of the violent solution of another devaluation. It is a possibility already much less attractive to the speculators than it was eight months ago.

On the other hand the position of the reserves is far and away too low to make early convertibility a possibility. Drastic and extreme measures like these offer no solution, and must be very far from the British Government's mind.

In any serious hope for the restoration of sterling gradualness is inevitable. This affects the contribution that Canada and the United States can usefully make. New loans in present circumstances would be futile and unwelcome. U.S. defence aid to Britain is valuable because it helps to carry the rearmament program which, in the strictest economic terms, Britain is in no position to make.

The suggestion made in last week's SATURDAY NIGHT by Mr. J. M. Macdonnel that Canada should increase her defence purchases in the United Kingdom is along the same line. If it is practically possible (which depends on Britain's having defence goods to spare), it should be done. These aids may help sterling along its difficult uphill road.

But it is no use being impatient at the slowness of the effort. No short-cut will provide a permanent and solid balance between sterling earnings and sterling purchases; and without a solid balance convertibility is a will o' the wisp. Canada may be able to do more to help the sterling countries, but it's no good pretending we can solve their problem for them.

Compassionate Leave

WITH 14,000 Canadian soldiers in Asia and in Europe and an estimated group of 42,000 wives, children and parents in Canada, the Department of National Defence faces a difficult problem of laying down rules for compassionate leave. It does not require an actuary to figure out that if every death or serious illness of a close relative meant that the serviceman was returned to Canada, more than 1,000 would be back every year.

These figures are behind the general rule which has been adopted that return to Canada is not permitted unless a civilian doctor certifies that (a) the illness is a dangerous one, but there is a chance of recovery; and (b) the presence of the serviceman will contribute towards recovery.

Much of the criticism behind the recent case where a Toronto soldier was refused leave to return to see his dying mother, arose from the mistaken impression that the man was due for rotation leave very shortly and that all the service had to do was advance that leave by a few weeks.

The Canadian practise seems to be very much along the line followed by the United States and Great Britain. If rules were relaxed every time a compassionate appeal was heard the efficiency of the Canadian armed services in Korea and in Europe would be seriously impaired.

In the Good Old Summer Time

The Winnipeg Bakery Combine

THE FIRST report on a combine operated by a Canadian union reveals the successful effort of a local union of bakery employees to prevent bakers from delivering bread to a store which sold it at a price lower than its competitors. The simple motive behind the union's actions was apparently to maintain the differential between the price of bread in the stores and the price of delivered bread so that the deliverymen's commissions should not be reduced. In its effect the union's enforcement on the baking companies of a virtual resale price maintenance system was as vicious as any combine of manufacturers could have been.

The local executive of the bakery workers' union, presumably, had no idea that it was breaking the Combines Act, and there is nothing to be said for prosecuting the 13 individuals named by the Combines Commissioner, Mr. T. D. Macdonald. But the report is most useful in two respects. It shows that the Combines Branch means business, a fact which has always been in some doubt since Mr. McGregor's resignation in 1949; and that no one, whether it be a powerful union or a powerful corporation, is exempt from its intentions.

It also gives the responsible national union leaders a unique chance to see that all their branches are made aware of the dangers of this sort of restrictive practice.

Passing Show

WAITING for the postman must be an exciting sport for Owen Lattimore. He never knows whether the letter will be a State Department apology or a Congressional committee demanding his scalp.

Some people seem to think that immigration is like the household furnace. You turn it on when the unemployment thermostat is low, and turn it off when the thermostat is high.

French periodicals in Quebec have taken to talking of British Columbia as "la Colombie Canadienne," much to the annoyance of British Columbians. There seems to be no more reason why the people of BC should not call their Province British than why the people of French Canada should not call themselves French.

A Korean girl who is taking a course in a Canadian church training school says that Canadian church people are too busy with meetings and parties "to hear the voice of God through quiet meditation". And if they did, some of them would say "Don't interrupt!"

No, Muriel, non-operating unions are not operating unions that are on strike. They are unions which if they were on strike would not be operating as non-operating unions.

There's been quite a bit of talk about a giant television show to be put on in New York City called the "Science of the Body". Yes, but what's going to happen when they come to talking about "red" corpuscles?

The Press and the Typesetter

THE REVOLUTION in producing news described on page 13 of this issue, has, like other revolutions, dangers, as well as opportunities. The fact that The Canadian Press will by degrees gain control of the setting of national and international news in most Canadian papers, presents tremendous responsibilities to the reporters and editors of the national news service.

With CP copy available in type form the natural tendency will be for a greater use of CP news and a reduction in the number of special stories from special correspondents which do not arrive in punched tape form ready for automatic setting.

No matter how excellent a news service is, the fact that it is serving all newspapers leads to a standardized type of reporting. The added caution which comes to a reporter writing for every type of paper, does not always lead to keeping the reader interested.

At present the larger papers are not participating in the plan for central type-setting and even when they do, we hope that they will continue to provide special interpretative writing which individual correspondents do better than news-service staff men.

The new system provides a welcome saving in costs but we hope that in view of the increased responsibilities Canadian Press will increase the staff which now more than ever is responsible for how Canada gets the news.

Relax and Learn

THE WIDESPREAD belief that summer is a time when people stop thinking and start relaxing — a belief held by some book publishers and the movie industry, for instance — is one that has been too often allowed to go unchallenged. The infallibility of this dictum has been questioned by one thinking body for the past 20 years: the Canadian Institute on Public Affairs.

The Institute's annual conference in Geneva Park on the shores of Ontario's Lake Couchiching combines the best in physical relaxation while at the same time catering to those who like to go on mentally ticking even in the dog days. This year, the general theme of the week-long Conference is "The Defence of Values—The Value of Defence."

This is the 21st anniversary of the Conference, sponsored jointly by the Institute on Public Affairs and the CBC. To the Conferences come many people who would combine a holiday release with a sense that life, and the important questions that life in these times poses, must still go on regardless of the season of the year. The continuing popularity of the event, however, attests that it is not a sense of duty that keeps people concerned in public affairs against their wishes, but that both thinking and involvement in public affairs is a form of entertainment and fulfillment. These are, for a great many, the ingredients of a true holiday.

The Issues in Quebec

MR. DUPLESSIS had two great factors in his favor in the recent election: a magnificent organization, and a strong strategic position in that he was able to throw his bricks, not at his actual opponents in Quebec, but at the Liberal Government in Ottawa, a large and pretty vulnerable target. He did not even have to persuade the voters to vote against that Government at Ottawa, which they would probably be unwilling to do since it would merely put the Conservatives in their place. All he had to do was to persuade the *habitant* electorate that any time they needed to be protected from the rulers they had sent to Ottawa, he, Mr. Duplessis, would do the protecting, while Mr. Lapalme, naturally, would not.

In these circumstances Mr. Lapalme does not seem to have done too badly in rallying to the Liberal cause some 45 per cent of the whole electorate, while the Union Nationale itself got only 49.5 per cent. (This is on incomplete returns, but the proportion is not likely to be greatly changed.) However Mr. Lapalme did not succeed in getting himself into the Legislature, and as 15 of the Liberals who will sit there achieved that dignity

—Capital Press

PREMIER DUPLESSIS

by defeating the previous Union Nationale member there is likely to be some competition for the leadership.

The vulnerability, in provincial elections, of a political party which is in power at Ottawa is notorious and of old standing. But it is especially notable in Quebec, where the majority of the voters are anxious to have a good representation in the government party at Ottawa in order to influence its policies, and equally anxious to have a party in power at Quebec which will do its best to check the Ottawa one. During the Laurier administration this principle was suspended, owing to a combination of circumstances: the prestige of Laurier as a French Canadian, the unpopularity of the Conservatives following the execution of Riel and the fumbling of the Manitoba School question, and the lack until 1911 of anything resembling a Quebec Nationalist party.

If the Conservatives by any chance were to win at Ottawa in the near future, the Union Nationale would no longer be able to maintain its pose of existing to protect the province from federal tyranny, which the Liberals would no doubt be glad to take over. However the present-day antipathy between federal and provincial governments is not altogether a matter of party. The exhaustion of taxable resources has actually brought about a state of tension between the two taxing authorities which is extremely dangerous for national unity.

CCF Prospects

THE CCF party will hold its national convention in Toronto next week. On another page we print an account of the party's prospects as they appear to a young and enthusiastic party worker. He expresses a point of view which is not often heard nowadays, and which we think few people outside the loyal party ranks will share. But it is a useful reminder that spectacular failure in one Provincial election (in Ontario last November) and in two subsequent Federal by-elections (also in Ontario) does not necessarily spell disaster.

There is truth in our contributor's contention that, in Ontario at least, there is an underlying sympathy in many minds with CCF ideas. Supporters of the old parties are aware of it, and know that it would become serious if Canada fell into another depression. Short of such a depression most people do not believe that it will constitute a serious threat to the Liberals and Conservatives.

The contention that the CCF is already a national party, because it has at some time run candidates for provincial or Federal seats in seven out of the ten provinces, is not a very convincing one. To be a national party it is necessary not to run candidates but to elect them, and to elect them practically across the country. At the present time the CCF appears well established in Provincial politics in Saskatchewan and British Columbia.

In the Federal sphere it has yet to show that it can do more than catch a few seats as a by-product of its provincial strength. All recent indications are that the next Federal election will be, for most Canadians, a choice between the present Government and the Conservatives. We are not convinced by Mr. Shackleton's article, but it is useful to remind the other parties that they have so far been competing with a CCF lacking in proper organization.

Precedents for B.C.

POLITICALLY inexperienced groups suddenly thrust into office, have had an amazing record of political success, a fact which should be cheering to the 19 Social Crediters who now find themselves in power in Alberta. Four times since 1919 men without previous experience have formed provincial governments and three times, just as in British Columbia, the leader and Premier was not chosen until after the election.

Ontario started this unusual trend when the Farmers came into office in 1919. It was not announced at the time but Senator T. A. Crerar, who had been federal minister of Agriculture in the Union Government was asked if he would take the leadership but declined on the basis that a Manitoba farmer was not the ideal choice as premier of Ontario. The Farmers' government was defeated in the next election but with all its troubles it had a successful record of legislation.

In 1921 a leaderless farm group was elected to office in Alberta and under Mr. Herbert H. Greenfield first and then under Mr. J. E. Brownlee remained in office until defeated in 1935 by the politically untried Social Crediters who are still in office.

But the most successful of all the newcomers to politics was the leaderless farm group in Manitoba which in 1922 chose Mr. John Bracken as premier. With many changes, with many new alliances, that government is still in power 30 years later.

So on the record political inexperience does not constitute a political hazard in Canada. Mr. W. A. C. Bennett and his 18 colleagues have the problems that all minority governments face; they can remain in office only with the consent of some of the divided opposition.

CAA MEETING

AUTHORS SHOULD NOTE THE ODD

by B. K. Sandwell

THE annual meeting of the Canadian Authors Association this year was a very good sort of affair. It is true that quite a lot of the best authors turned up for no other event than the ceremonial dinner at which they collected their medals and other awards from the hands of the Governor General; but that can be easily explained on the ground that they are too busy writing the works which will win them more medals next year. And anyhow several quite distinguished American authors, who have no hope of getting any medals up here, came and sat out the whole four days' proceedings, and seemed to have a very good time.

I think there is no doubt that the violent financial shock which the Association experienced a year or more ago, when it discovered that without knowing it it had got itself several thousand dollars in the red, was on the whole a very good thing. It led to the installation of a much more efficient system, the writing off of a large sum of overdue membership fees which should never have been treated as assets, and much more important, to the rallying round of many old friends of the Association and the disappearance of long-standing feuds between branches and the head office over the division of the fees. Branches henceforth will be allowed fees only by special privilege granted by the head office, which can be cancelled if they fail to remit promptly. The trouble (which is common to national organizations with branches) arises from the fact that a branch treasurer who will work at it is a far better collector than the head office, whereas a branch treasurer who won't work at it is no good at all. Authors are probably not the worst people in Canada to collect from, but they are equally not the best.

THE CONVENTION was most comfortably housed by the University of Western Ontario, which naturally also played a large part in the proceedings. The outstanding literary event was the address of the University Librarian, Dr. J. J. Talman, on regional history as a source for fiction, which was a revelation to most of those present concerning the enormous amount of highly picturesque character material which is to be found in the various archives of Canada and in the collection of old letters which ought to be in the archives but have not always been placed there.

The address, which will presumably appear eventually in the Proceedings, should be read with care not only by the fictionists to whom it was primarily addressed, but also by the ordinary historians. The loss to Canadian history resulting from the disinclination of historians to pay any attention to anything odd, unusual or less than impeccably respectable in the behavior of important personages is simply incalculable. It is this kind of omission that makes Canadian history so unspeakably dry and annalistic. Few of its figures ever really come to life. The reason is simply that the ordinary historian never thinks of telling his readers about anything except their official acts, which for the purposes of character delineation are usually the least interesting things about them.

The true color of a community's life is determined much less by its official leaders than by the picturesque personalities who flourish in it. The names of the mayors and elected legislators of Calgary are mostly forgotten but that of the editor of the *Calgary Eye-Opener* is known from end to end of Canada and most of the English-speaking world, and it is the editor who stands for Calgary in the public mind, and not the mayors.

DR. TALMAN produced evidence suggesting that the lives of the members of the Family Compact were not nearly so dull as the accepted history would make us believe; but they have never been subjected to the arts of the really talented biographer. If the life of the early days in Upper Canada is ever to be made vivid upon the printed page, it is first of all necessary that all recorded material, and especially family letters, should be placed where they can be made available to the student of history. The universities must then see to the collating and criticizing of these materials by post-graduate students with a good knowledge of what has already been worked over. It is only after this preliminary work has been done that the literary artist, be he biographer or writer of historical fiction, can use the material thus placed at his hand.

The University of Western Ontario has done more than some larger institutions in the collecting and studying of this kind of record, and I suspect that its enterprise in that direction was largely inspired by its former president, Dr. Fox, himself one of the most enthusiastic of regional historians and the most picturesque writers of that sort of history. It seemed a pity that he could not be present to share in the gratitude of the authors for Dr. Talman's paper.

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PUBLIC PAYS RAIL WAGES

CONTINUED FROM PAGE 4

months getting nowhere. By the time the strike was called the wage increase which had seemed adequate in 1949 was beginning to seem too small to them. True, conciliation boards said it was too much. The railways resisted it. But in the interval between the time the demand was formulated and the time when Mr. Justice Kellock, as arbitrator, eventually granted the major part of it, more than 18 months of high prices had elapsed. Other unions had had intervening rises.

To the public it may have seemed that the strike, the special session of Parliament which imposed compulsory arbitration, and the award given by the arbitrator merely gave the unions what they could not get from negotiation or impartial conciliators. But it didn't seem that way to the unions. Even after the award they felt they had been gypped. And they felt it the more strongly because the hotel and water employees whom they had wanted to include were (quite rightly) excluded. They still do not enjoy the 40-hour week which the other unions won. They are not taking part in the present discussions.

This background establishes, it seems to me, two things about the present prospect, one good and one bad. The good one is that the unions are probably very anxious to get a settlement before their contract expires on September 1. They don't want delay: they had too much of it last time. The Government is backing them up in this. Milton Gregg, the Minister of Labor, appointed MacNamara as conciliator within a few hours of getting the request. MacNamara offered to start in the first day they were ready, and he'll spend as long as they like at the job.

Nor do the unions want to go on strike and have Parliament act as it acted last time. Not only do they dislike the idea of compulsory arbitration, which—twice applied—would be on the way to becoming a habit; but they don't even think it did them much good last time.

If that's to the good, the bad thing—the really hopeless thing, as it seems to me—is the unions' implicit yardstick for measuring pay rates. They still seem deeply imbued with the idea that their earnings should be measured by the earnings of other unions (plus a differential in their favor) and by the pay of railwaymen in the U.S.

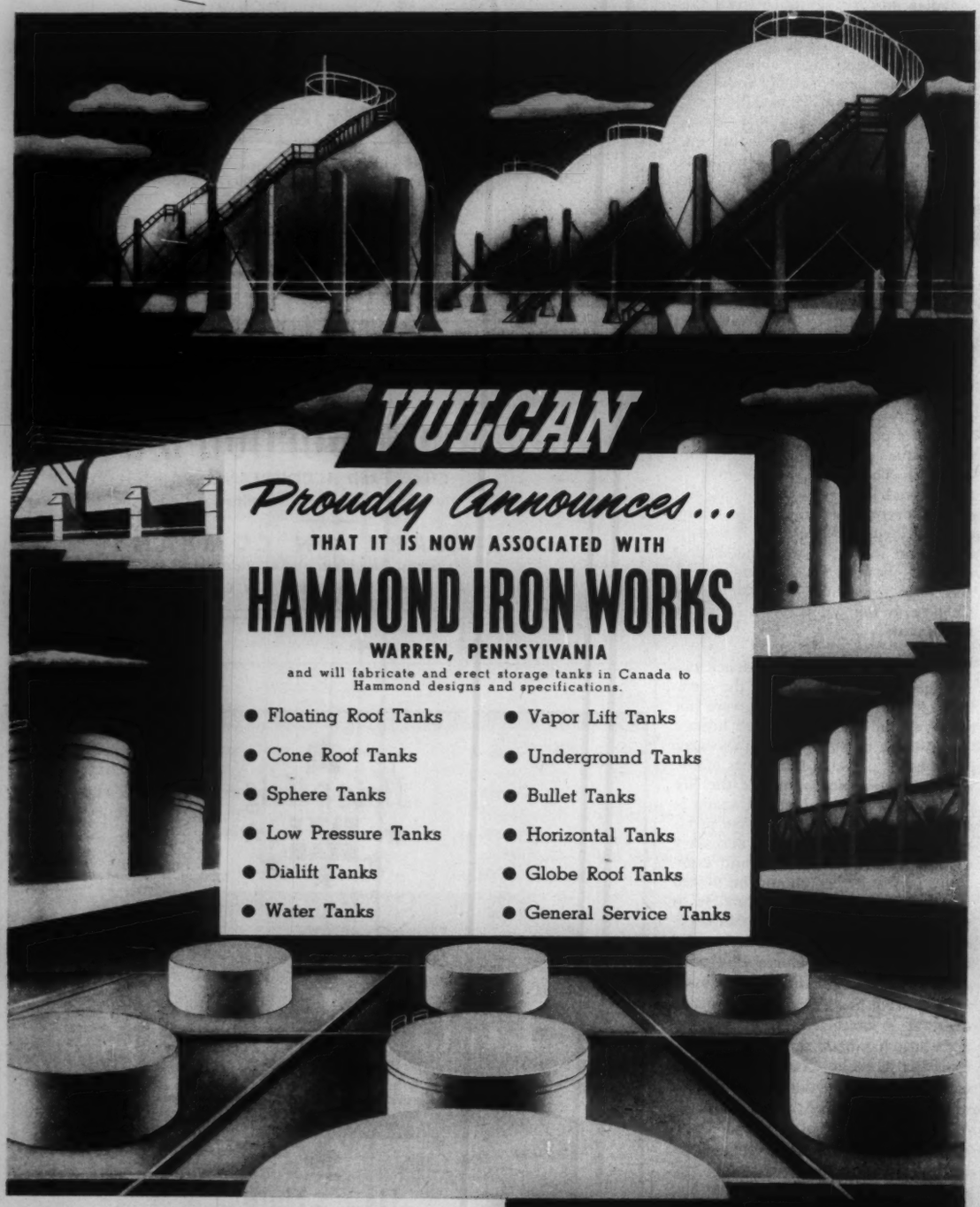
THERE IS a certain logic in the idea that wages should be tied to the cost-of-living. There is none at all in the idea that they should be tied to the wages paid in another country. Canadians don't earn as much as Americans. We cannot earn as much as Americans until we produce as much per head as Americans do.

The other big element in the rail unions' sense of unfairness is that they have dropped behind the wages paid in manufacturing. This is partly the result of having had to sign a two-year contract last time. However disputable it may be, the idea is firmly imbedded that they have a sort of divine right to keep their pay ahead.

Whatever the economics of it, the rail unions probably have a case in equity for some increase. But if they try to press that case too far, if they insist not just on keeping level but on trying to get ahead of the game, then the economics of it will catch up with them as well as the rest of us. Whatever they get, it's the public who will pay. If they press extravagant demands (on the 45-cent level), they run the risk of working all of us—including themselves—into a recession.

—Capital Press

FRANK HALL and his railway unions may start the spiral on its way up again with new demands for increased wages.



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A CCFer Looks at the CCF

This writer sees rosy days ahead for his political party if full-time organizers are appointed to line up voters

by Phil Shackleton

AS A MEMBER of the Cooperative Commonwealth Federation, it is my privilege to predict the future of the CCF either optimistically or pessimistically. Practical policy in all parties, of course, is to act the optimist on the hustings but the realist at campaign headquarters. But at this stage I find myself an optimist in both places.

Political opponents and some editors have been striving for the last year or so to convince the electorate that the CCF is a "spent force" throughout Canada. The same editors predicted downfall for the CCF in June's Saskatchewan election. The "spent force", however, gained the highest popular vote ever and went back into office with a ten-member increase in its majority. Socialist gains in British Columbia also seemed a surprise to old party opponents, but right now the Liberals and Tories look more like the spent force in the West.

As a CCFer, I see my party just about coming of age. After 19 years (the CCF was formed in 1933) the CCF is being seriously accepted by the electorate, if not the press, as a permanent part of Canada's political scene. It is an established national party and the only one outside the two old-line parties that could form a Federal government.

Social Credit, of course, has national aspirations, but has been unable to pull support anywhere but in the two westernmost Provinces. In BC its recent success was the result of violent protest against inefficient Coalition and Liberal administrations. It will take another election to determine whether or not Social Credit can hold this support.

On the other hand, at one time or another, CCF candidates have been elected to provincial or federal seats in seven of the ten provinces—in all except Newfoundland, NB and PEI. I readily admit that some of the other provinces are pretty hard to crack. Quebec, especially, is now and will be for some time to come hard ground for the CCF. But we ran twenty-three candidates in the recent Provincial election, and we have the beginnings of an organization in and around Montreal.

As one individual in the CCF I am thoroughly convinced that the dissatisfaction growing everywhere in Canada, and which is directed largely at the Liberals but to some extent also at the Conservatives, will eventually elect a socialist Government in Canada.

I AM NOT so naively optimistic as to think this will happen at the next Federal election. But I think a likely possibility for the next election is a major cut in Liberal seats, gains for both Tories and CCF, with the CCF holding the balance of power between the two old parties.

This prophecy seems to fly in the face of recent CCF failures in Ontario. I know the CCF cannot become a decisive force unless it can take a good slice of Ontario seats. Yet last November, CCF members in the Ontario Legislature dropped from twenty-one to two. In the two Ontario Federal by-elections in May, the CCF candidates were poor thirds in both Ontario riding and Waterloo North. Much of the labor vote, which we might have expected to get, apparently went to the Tories.

Obviously this was a serious setback. But I feel it is not a permanent setback. Any party which has once won thirty-eight seats in a provincial house can quite conceivably do it again with enough more to form a Government.

The Ontario defeat served one valuable purpose for us. It made it very clear that we can't expect success without permanent party organization throughout the Province and that we can't win enough seats to form governments without full-time party organizers.

You see, the CCF deserves to be called the shoe-string party of Canada. Money for organizing and campaigning has always been hard to find. And until this year, only Saskatchewan has had a full-time organizer. Such success as we've had at the polls to date has been achieved largely through part-time efforts.

We've been amateurs in the campaign field and it's taken us nearly twenty years to learn that if we are to fight our opponent's election machine with any hope of beating him, we must build an election machine of our own.

It's only in the last three years that the CCF has organized a regular annual appeal for funds among its members and sympathizers. This drive for cash support on a national basis has been more successful than most CCFers had hoped. This swelling of our organizing fund is largely responsible for the new optimism within the party, and already results are showing in more solid and permanent party organization.

Last fall, for the first time, two full-time CCF organizers went to work in Ontario. By the coming fall there will definitely be a full-time organizer in BC and in Manitoba, and probably two more in Ontario. These Provinces, plus Saskatchewan, are the four in which the CCF has pulled its greatest support and where it can gain new support and elect new members.

With the services of an organizer who doesn't have to make his work a spare-time hobby, the CCF could possibly win enough seats in the next BC election to form a stable government. The coming year is a crucial one for the CCF on the west coast and we know that ten marginal seats will decide the issue.

The showing of the CCF at the November and May elections in Ontario isn't a true indication of real and potential CCF support in this Province. Rather it indicates that CCF organization is weak, and also that labor's Political Action program is not producing the results it should.

Some of Canada's largest and most powerful unions, including the Auto Workers, Steelworkers, Packinghouse Workers and Mine Workers, support the CCF. But their support in the past has been limited largely to election-time campaigning. Each election meant starting afresh to try swinging the labor vote to the CCF. It's just like building a last-minute machine for the campaign and scrapping it as soon as the votes are in.

But now, more PAC men favor long-term, steady organization rather than the last-minute splurge. And the likelihood in the future is that union support will be more closely integrated with CCF organization.

In terms of elected members, active union support in the last Ontario election campaign was not at all effective, but already a new pattern of union-CCF cooperation is being worked out. That Ontario defeat was a major disappointment to all CCF members and a surprise to most of us. But we have to learn our lessons in political campaigning, and the moral that continuing organization is essential was certainly brought home to us the night the votes were counted and we found that all but two of our members had gone down in defeat.

From the Ontario election of 1948, when the CCF won 21 seats, to the election of 1951, when we won only two, there was scarcely any organizational work done in the province. We hadn't the money to pay the organizers.

But prior to both these elections, public opinion polls indicated a phenomenal jump in CCF support during the two months leading up to balloting day . . . the election campaign period. It's pretty obvious that there is an underlying support for CCF ideas in Ontario. But we won't turn it into votes without active work between elections. If the CCF could consolidate this natural support, then new organizers and campaigning candidates could devote their time to seeking new support . . . the new support that could elect a CCF government at Queen's Park.

In the long run, CCF success depends to a great extent on the perseverance of its candidates and supporting members. A successful political movement cannot be built in a year or two. Those parties which have caught public fancy and have mushroomed overnight have died or have been absorbed, as the Progressive Party was absorbed by Mackenzie King's Liberals.

BUT THERE IS no longer any danger that the CCF will be absorbed by another party. There are political parties in Canada that could possibly disappear in the next five or ten years, but the CCF isn't one of them. Because the CCF has weathered nineteen years of campaigning, a large proportion of the voting public is coming to believe the CCF is really a going concern. And Canadians are more inclined to vote for a going concern that for some movement they suspect will disappear by next year.

Next week, the CCF's bi-annual convention will meet in Toronto. At past conventions, party policy has always formed the major business, but at this stage most of us, I believe, are reasonably well satisfied with our general program for administering the government of Canada. Resolutions regarding policy, particularly those relating to foreign affairs, will be discussed and dealt with on the floor, but the most vital business facing this convention will be the party organization throughout Canada.

From our beginning, we in the CCF have had a cause of which we are proud. But up to the present time, many of us have been utter babes in the woods at political tactics and organization. We used to think that our political platform was enough . . . that voters would flock to support the CCF when they examined our political philosophy.

But now we realize that political philosophy is not enough . . . that permanent party organization on the local level is also essential . . . that a permanent election machine to get out the votes is indispensable.

CCF success to date, as I have pointed out, has been achieved with scarcely any full-time organizers. In Britain, the Labor Party has reached power and today maintains a large membership in the House of Commons largely because it has 280 full-time organizers, almost one for every two ridings. In Canada, I don't think we need more than one or two in each province, with perhaps six in a province the size of Ontario. And by the end of 1952 the CCF will be well on the way towards that objective.

In most countries, it has taken two generations to establish a socialist movement and bring it to power. In Canada, the CCF is scarcely one generation old.

PHIL SHACKLETON, *a free-lance writer, is president of the CCF local association in Ottawa.*

—John Vickers, London

UNDERSTUDY John Colicos, just 23, recently stepped into the lead as "King Lear" at London's Old Vic.

London and Colicos

by Amabel King

A STAR HAS laryngitis and the understudy steps into the leading role—to the acclaim of the audience. It's every young actor's dream. It happened recently to Canadian John Colicos in "King Lear" at London's Old Vic.

Just last week we met director Tyrone Guthrie (in Canada to size up possibilities of a Shakespearean Festival at Stratford, Ont.) and asked him about Colicos and his performance. "A great achievement for a youngster," he said. Colicos is just 23. "He did very well indeed." Coming from one of the world's top directors that is high praise. Guthrie also remarked that Colicos has a "very good professional attitude" and cited the fact that when he took over the role at a day's notice, he knew all Lear's stage business thoroughly.

Colicos's performance also won the audience. As the curtain descended, the capacity audience sat spellbound for an incredibly long moment. Then people stood up and cheered. They crowded down the aisles to get a closer look at this unknown actor. But Colicos was too terrified to appear. He had fled to his dressing-room.

The clapping persisted, with shouts for "Colicos." He had to go out and take the curtain with the line-up of the cast. But the audience was not satisfied until at last he stood alone in the centre of the world's most coveted stage, in unrestrained tears. The applause swelled to a tremendous ovation.

It was a great triumph for a Canadian actor—the youngest actor ever to play King Lear in London. It was a great triumph for Canada where he received all his training. It was the greatest moment of his life for young John Colicos.

As understudy to the English star, Stephen Murray, he had run on and off stage every night in minor character roles with eight changes of costume and four spoken lines. That morning at the eight a.m. understudy rehearsal, he was told he would have to go on as Lear. Stephen Murray had laryngitis.

Colicos had played the role once in Helsinki on the company's Scandinavian tour—the day of King George's funeral. Murray, out of respect for his late monarch, declined to act.

But this was different. Laryngitis is the bane of show people, and the London role might be his for weeks. (He did play it for about three weeks.) In his wildest dreams Colicos hadn't counted on such a break. "But it couldn't have come at a worse time," he said later. "I had a cold and a hacking cough which I treated all day with a weird combination of stout, Bovril, port wine, oranges and cough pastilles, and got through the performance without even a sneeze."

Four months previously he had landed in England with nothing in view. True, he had letters of introduction, but friends had warned him not to expect much from them. Of course, he had played Hotspur in "Henry IV," and "Hamlet" for the CBC, and he had won the best actor award in the 1951 Dominion Drama Festival. But Canadians usually were cast as gangsters or westerners by English directors. Still he was ready to take his chances.

How good those chances were, he learned before he was a week in London. His first audition was with John Gielgud who offered him a part in his forthcoming "Richard II."

That same day Colicos met Orson Welles. Welles was organizing a continental tour and asked him to join the company. But the following day came the meeting with Tyrone Guthrie. Without delay Colicos found himself on the stage of the Old Vic, with Guthrie seated at back of empty theatre.

THE YOUNG Canadian gave one of Hamlet's soliloquies and a speech he knew by heart from King Lear. To his amazement, Guthrie brought out a contract and offered him the understudy role.

Less than one week in London, and he had offers from three top producers! It was fantastic. Finally, he settled on the Old Vic although it offered less money.

Six feet tall, dark and handsome, Colicos was born in Toronto in 1928, of Greek parents, but was reared in Montreal where he began acting at 16 in high school. "I took a part no one else would play," he said. "Since then I've never done, or wanted to do, anything else."

Early in his career Colicos was fortunate to meet Eleanor Stuart, acknowledged one of the best voice teachers for stage in Canada. "I worked with her for three years in the Montreal Repertory Theatre," he said. "Not only did she train my voice, but she changed and solidified my approach to acting. I can't stress too much what she has done for me."

In more than 50 roles he has never had a bad review. His best work, he feels, was done under the direction of Herbert Whittaker, drama critic of the Toronto *Globe and Mail*. "He taught me to think for myself," Colicos says.

COLICOS also starred in radio. He began in Montreal with a soap opera, "Laura Limited," played on the Wednesday night programs under Rupert Caplan—who, incidentally, gave him the letter of introduction to Guthrie. Then he came to Toronto and appeared on Andrew Allan's "Stages."

Before leaving for England he was with the Sadlier-Yorke Bermudiana Theatre in Bermuda, and made a hit in a new play, "Finale." It was reviewed in *Variety* (the actors' bible) and resulted in an offer of a role in New York. But John Colicos chose England.

What of Colicos's future? After "King Lear" he played with the Old Vic in their "Timon of Athens"; went with them for the mid-July final week on the Switzerland tour. Now he's working in a new British movie, "Appointment in London". He has also been taken on by a top actors' agent, to groom him for stardom.

Young Canadian actors who feel they must study abroad for recognition at home might well ponder the fact that Colicos got all his training in Canada. His unprecedented success proves that his own country possesses some of the world's finest instructors in drama. It's an encouraging thought.

AMABEL KING, *Toronto, is a poet and writer.*

—Malak

SEAWAY'S "CASH CUSTOMERS" will include ore carriers from Labrador iron developments and Eastbound wheat freighters. Two-way hauling will be practical.

Making the Seaway Pay

Inland traffic should make the project self-supporting, not the ocean-going liners that were once its biggest sale-point

by Michael Barkway

AT LONG LAST the International Joint Commission has under consideration a project for the joint use of the joint waters of the St. Lawrence River in the International Rapids Section for the generating of power. Whatever arguments may be developed by the vested interests who oppose the project, no one can say that both New York State and Ontario don't need hydro power desperately badly. No one seriously doubts that the Joint Commission will approve the project: the only question is when. At the very best approval might be given in time for construction to start next spring.

Whenever it comes the Canadian Government is committed at the same time to start construction of an all-Canadian waterway with a 27-foot channel all the way through from Montreal to Lake Erie. The plans are prepared. Parliament has voted to establish a "St. Lawrence Seaway Authority" with power to borrow up to $300 million. At long last, we're "all set to go." The power-project might be complete in 4½ years. The Seaway will take nearer six years.

With most of the shouting over—we hope, with Canada "going it alone" for a pretty high stake, just what are we in for? What will we do with the Seaway when we've got it?

The last reliable estimate of cost was made at the end of 1950. Based on costs as they were then, and the original agreement with Ontario about sharing costs between power and navigation, the all-Canadian Waterway would have cost $246 million. Since then the agreement with Ontario has had to be changed, because the Americans jibed at some of the things charged to power, of which they would have had to pay half. Canada has assumed an extra $15 million against the cost of enlarging the river channels; and another $14 million has been removed from the amount Ontario would have shared with the U.S. authority. The way it's split between Canada and Ontario has still to be settled. But the $246 million on December, 1950, costs is now getting on for $280 million, and it's probably safe to add another 15 per cent for increase in costs since then. The Seaway Authority, when it gets going, may have to go back to Parliament for authority to borrow more than $300 million.

THE INCREASE, whatever it is, may add another million or two to the annual charges that the Authority has to meet. Amortization on the original loan (calculated originally at 3½ per cent), plus the upkeep and operation of the canals, was estimated at $16 million a year. This is calculated to ensure repayment of the loan within 50 years, as provided in the parliamentary act. It would be safer now to count on annual charges of $18 million. But it is entirely justifiable to be a little casual about the extra million or two.

The estimate is that the new 27-foot waterway will provide an annual saving of between $45 million and $50 million. The calculation is based on the cost of moving the goods which are expected to use the Seaway. It represents the difference between the cost of moving through present facilities —either all-rail, or part-rail and part-canal, or all through the present 14-foot canals—and the estimated cost of moving through the new Seaway.

The parliamentary act provides that the Seaway Authority shall levy tolls adequate to defray its annual costs. If, therefore, its tolls have to raise $18 million a year, the annual saving in the movement of goods will still be of the order of $27-$32 million.

The essence of all these calculations, of course, is the traffic which will use the Waterway. The development of the arguments about this has been most interesting. To listen to the current arguments for the Seaway, you would think that it all depended on the movement of iron-ore from the Quebec-Labrador deposits to the steel ports on Lake Erie. It is difficult now to realize that Canada thought the Seaway was a good idea years before the Labrador iron had been thought of.

In those early arguments—ten, twenty, thirty years ago—the dominant thought was to open the middle of this continent to the traffic of the oceans. People thought of great ocean ships coming up the Lakes to Chicago or Fort William, bringing in their imports and taking out our exports. This isn't the way the authorities are thinking of the Seaway to-day. To-day they think of it primarily as an inland waterway. They think of it as a means of taking Canadian grain to an ocean port, and a means of bringing Labrador ore to the mid-continent steel mills as easily as Minnesota ore gets there. The idea of vessels from across the ocean coming right into the heart of Canada is now secondary.

Even in the last four years ideas about what cargoes were likely to use the Seaway have drastically changed. In 1947 and 1948—before Alberta—

CONTINUED ON PAGE 38

BC's Government: Right Wing Compromise

Alternative voting prevents CCF having largest group but fails to do what its coalition sponsors hoped

by Melwyn Breen

THE ALTERNATIVE vote, adopted in British Columbia to prevent the CCF being elected as a minority government, succeeded in its primary objective. If the voting system had not been changed, the CCF would now have the largest group in the Legislature and might be attempting to form a government.

The alternative vote was the answer of Liberals and Conservatives to the problem of keeping socialism out when after 11 years the coalition government split up and the two parties went their separate ways to the polls. Social Credit was not part of the political calculations. Social Credit became a factor in the situation only as the campaign advanced.

Social Credit gave an electorate dissatisfied with both parties in the old government a chance to vote against them both and still vote for a right-wing group. The alternative vote, the secret weapon of the old coalitionists, made it possible for Social Credit in a 48-seat House to elect 19 members. Without the alternative vote the CCF would have 21 seats instead of 18. For the first time in British Columbia history not a single member slipped into the Legislature on a minority vote.

The six Liberals and four Conservatives, only survivors of a powerful government which ruled in a boom-fattened Province, are in a powerful position. They have announced they won't join any coalition but the new government will only stay in power as long as they support it. Liberals and Social Credit together have a bare majority of two which will be cut to one when a speaker is selected. If the precedent set in Ontario when the Farmers carried on a minority government for three years is followed, the speaker will be chosen from one of the old parties.

Actually the Farmers' government in Ontario offers the nearest precedent to the situation which now exists in British Columbia. The Farmers found themselves the largest group without a clear majority even after a coalition with Labor. They had no leader and had to go outside the elected members for Premier E. C. Drury. The Social Credit—described in BC as the massive monkey-wrench from Alberta, conducted the campaign with imported leadership and had to choose their chief after the month-long vote count showed they were in top position.

In 1919 the Ontario Government stayed on in office for longer than usual to give the new government the necessary time to organize. There was further delay in calling the Legislature as seats had to be found for three members of the Cabinet. The same situation may prevail in BC. In Ontario only one member of the Cabinet had had previous political experience. Of the 19 Social Crediters only two have had legislative experience.

THE SOCIAL Crediters can expect bitter opposition from the CCF. The two parties fought each other bitterly in the election. The CCF was solidly against Liberals, Conservatives and Social Credit, all free-enterprise parties. Yet when it came to counting second choices many voters chose CCF after voting Social Credit and Social Credit after voting CCF. The scheme that was to make it safe for one of the old parties backfired at the polls.

In fact the alternative voting system is one of the reasons given for the humiliation of Liberals and Conservatives. The agreement to put through the new system, then break up the coalition and go to the polls was resented by many voters.

The fact that the two old parties had worked together since 1941 in apparent friendship, then had angrily split up to growl at each other across the floor of the house, was a disillusioning spectacle. Feeling of the voters was so strongly against both wings of the old government that they went to the polls and gave first and second choices to violently opposed ideologies.

The coalition was generally conceded to have given good government. Times are prosperous, wages good, employment high. There's a great industrial boom going on. There is a tremendous highway-building program, the government-owned Pacific Great Eastern Railway is being extended into the north, new population is being added each month, millions are being spent on new streamlined schools and other public buildings. BC's old-age pensions are the highest in Canada. All these things add up to a safe return of a government. But the Government split itself up before the election and the Cabinet ministers who had worked so long together to avoid the threat of socialism started attacking their mutual records.

Just three years ago the Coalition government elected 40 members. Seven CCFers remained of the 16 who had been elected in 1945. It was thought that the CCF threat was over and the basic link of the coalition lost much of its force. Some Socreds tried in 1949 and got nowhere.

In this summer's election the Coalition Cabinet ministers were the hardest hit. Premier Johnson, Conservative Leader Anscomb and all but three of the men who had sat with them in Cabinet, were defeated. A Liberal beat Mr. Anscomb and a CCFer, not a Conservative, beat the Premier.

General opinion seems to be that the Government defeated itself; that the public grew weary of the political manoeuvrings of recent years. The election is taken as proof of the old saying that governments are defeated; never elected.

THE SOCIAL Credit party based its appeal on slogans like "freedom with security" and "pay-as-you-go" which had no meaning unless the electors could believe that the oil bonanza which has paid off the debt of Alberta under a Social Credit government could be repeated in British Columbia. The Social Credit election manifesto promised to "obtain for the people a fairer return from their natural resources."

Eric Martin, one of the Social Credit leaders, during the campaign promised that the new party would go to Victoria "with the Bible in one hand and our platform in the other." This is not so far removed from the days when William Aberhart of Alberta, the first premier of the first social government in the world, became known as Bible Bill.

What the future of inexperienced men faced with the complex problems of government will be is a subject of primary interest in British Columbia. At the moment there is a tendency to give them every opportunity to prove themselves. A minority government is never in a position to take radical measures. But except for its strictly social credit philosophy, which the courts of Canada ruled beyond the powers of a provincial government to implement, the Social Credit party has a record for conservative government.

Until there is another election, the 19 Social Crediters in a house of 48 members will be a government in the custody of the small opposition group which holds the balance of power.

". . . I'll never play Bingo again as long as I live . . . under the 2 . . ."

Revolution in Sending News

Biggest innovation since the linotype machine was invented helps to cut printing cost for customers of Canadian Press

by John Dauphinee

CANADA'S newspaper industry is in its greatest production revolution since Otmar Mergenthaler invented the linotype more than half a century ago.

This time it's the teletypesetter—TTS for short. It is a means of running automatically, from any distance, the intricate machines which turn out type to print the country's daily and weekly journals.

TTS is not new. It has been used by some papers in the U.K. for more than 30 years. It was introduced in the U.S. in 1932. Some individual newspapers in Canada and elsewhere have used it to set type in their own plants. Groups of newspapers have operated private TTS wire circuits.

But its present spectacular growth on this continent began only a little more than a year ago. The Associated Press opened in the Carolinas the first TTS circuit run anywhere by a news agency. Now this world-spanning U.S. co-operative delivers its news by TTS circuit to more than 400 newspapers in more than 40 states.

Canadian newspapers were just as quick to see that TTS could help stem the dangerous rise in the cost of newspaper production. Only a month behind AP, the Thomson Dailies in Ontario started this country's first TTS circuit. It began with three Ontario dailies and by the end of 1951 was serving 10.

Today that operation has been absorbed into The Canadian Press, the national news-gathering co-operative owned by Canadian dailies. By the end of June, CP's Ontario conversion to TTS was completed, with TTS service going to 25 newspapers which get all their CP news on one telegraph wire.

Manitoba and Saskatchewan come next; then Alberta and BC; finally the Maritimes, including Newfoundland and smaller English-language papers in Quebec.

That leaves off TTS circuits the papers in Montreal, Ottawa, Toronto, Hamilton, London and Windsor. They get their CP news on three wires instead of one—and there are other factors to complicate the switch. Automatic typesetting at papers that get CP's year-old French-language service, prepared in Montreal, also is impossible for now. TTS equipment can't yet provide enough electrical impulses to run typesetting machines and deliver news with the 10 letters with accents in the French alphabet.

IT TAKES a smattering of knowledge of printing and typesetting methods to see why TTS has spread so quickly. Until late in the last century, newspapers used type set by hand, letter by letter, in slow and cumbersome process. Then in 1885 in Baltimore, Mergenthaler took out patents on a machine to set type line by line. This was the forerunner of the line-casting machines in general use today. An operator uses a keyboard to release from a storage magazine the proper matrices—thin strips of metal with letters cut into their edge—to make words. The matrices fall on a moving belt, and travel into an assembly box in order.

Spacebands in the form of double wedges face to face (their thickness varies as the wedges slide against each other's slanting sides) are dropped between the words. When the line is almost full, the operator pushes on a lever and the matrices and spacebands take position before a mould.The line is "justified" to fit the exact width of a newspaper column by pushing the spacebands from below. Molten metal then is forced into the mould.

The result is a metal bar or slug, with letters in relief, automatically trimmed to the right height and thickness and pushed out into an orderly tray of other slugs, ready for use in the news page. The matrices and spacebands are returned mechanically to their channels in the storage magazine.

That cheaper, man-saving method of typesetting revolutionized newspaper production everywhere. Without it, the newspaper in its modern form would be unknown.

Now the new revolutionary agent, teletypesetter, takes the operator away from the line-casting machine. More lines of type can be produced without more equipment. The cost per line of type is lower. And when TTS is used at the end of wire circuits, one operator working in a central office can set type simultaneously in 10, 20, 50 or 100 other offices with which he has no more substantial connection than a flimsy telegraph line.

TTS is a development from the well-known teletype, the machine which transforms electrical impulses, which may be sent thousands of miles, into a printed message.

An operator using a "perforator"—it looks something like an oversize typewriter keyboard—types the newspaper story or advertisement as if he were a skilled stenographer. But instead of printing letters he is punching tiny holes in a narrow strip of paper tape, each group of holes representing one letter, punctuation mark or operating function of a line-casting machine. The tape is run through an attachment called an "operating unit", which can be used to run almost any line-casting machine but which works most efficiently on new high-speed equipment planned specially for such use.

THIS IS the local operation, which any newspaper can adopt in its own plant to set news and advertising copy. The dollar saving is two-fold: first, in wages, since a perforator can be operated by any typist who uses the "touch" system, after a few weeks' intensive training; and second, costly line-casting equipment run by TTS operating units turns out type two or three times as fast as the average manually operated machine.

When TTS is extended to circuit operation, the scope for saving is greater. One or two operators in a central office (operators who, incidentally, must be infinitely more efficient than those on local operation) make the original TTS tape. A compact little machine called a "transmitter" sends over telegraph wires the same electrical impulses that, locally, would run a linotype.

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—Canadian Linotype

ONE MAN can perform the typesetting in all newspapers on the line with the teletypesetter, shown above in operation. Operator at Model 20 printer sends to the reperforator, and on to linotype with operating unit attached, at left. TTS is a development of the teletype machine, and punches holes in a paper tape.

JOHN DAUPHINEE *is General News Editor of Canadian Press.*

Manitoba's Monied Mile

by Bob Perry

LIVEWIRES: (l to r) "Carload" Frank Reimer; father, P. B. Reimer; Mayor K. R. Barkman.

TWO signs greet the traveller who motors down the broad gravel highway from Winnipeg into Steinbach, Manitoba. One says: "Steinbach . . . Sign of Progress". The other warns: "Believe on the Lord".

Quite by coincidence they sum up the saga of the devout Mennonite individualists who have nosed the grindstone for nearly 90 years to build one square mile of flatland into what is probably the busiest, wealthiest town of its size on the prairies.

Awed outsiders have called it Manitoba's Monied Mile, because one retailer there is reputed to gross $1 million a year and half a dozen other firms at least $500,000. They've also called it the most paradoxical square mile in Canada. "Steinbach," a salesman once remarked, "is more than a town. It's a way of life."

This amazing community grew up on the soil of bald-headed prairie, but avoided the dizzying ups and downs of a one-crop wheat economy. In western Canada that borders on the unique, but Steinbach also did the impossible. With a firm grip on its own bootstraps, the town hoisted itself to prosperity without a railway, the very foundation of western trade.

A Mennonite miracle? Nothing like it, declare the Steinbachers, who have perfected an aggressive, enterprising economy of their own. To date, their home-made economy has ticked like a clock. In fact, a few irrepressible boosters claim that Steinbach was the only community in Canada to take its most decisive strides during the Great Depression.

On the Canadian prairies of 1952 not a few villages and towns are beginning to show the primary symptoms of economic dry rot. Others live in the fear of it, as more and more grain cheques tend to be cashed in the cities. But Steinbach, which can muster 1,200 citizens within town limits and possibly another 2,000 from its immediate environs, has an estimated shopping "population" of 20,000, just about everyone in southeastern Manitoba.

"We consider Winnipeg our only competitor," said a Steinbach merchant recently.

The town has neither oil nor natural gas, and the nearest beaten tourist track is 30 miles away. Steinbach is simply the capital and the commercial heart of the "Bible Belt", an irreverent name for a few hundred square miles of small farms, big money and a grassroots fear of the Lord.

Steinbach's one and only natural asset is its people, the hardy, pacifist followers of Menno Simons who take their independence and hard work as seriously as they take their Christianity. That is the heritage of 400 years' faith in the face of wandering and persecution.

Some are descendants of the 22 Mennonite families who, in 1873, finished the journey from Russia's Dnieper River valley by trekking overland from the Red River to settle eight townships set aside for them, with promises from Ottawa of "entire exemption from military service" and "the fullest privilege of exercising religious freedom." Others arrived between 1923 and 1927 with the second wave of 20,000 persecuted Mennonites.

The early "Bible Belt" farmers grew wheat, but their small farms and European background eventually led them to a more diversified system. They spurned grain for sugar beets and potatoes, bolstered by cattle, hogs, poultry, dairy products and eggs. These high-priced commodities meant a heavy spending power distributed among many in a small area—a sure-fire formula for success.

TODAY, the Steinbach farming area is the most densely populated in Manitoba. An average farm family there, for example, lives well on 10 to 40 acres of good land; the average grain grower works a half-section or more. The Mennonites feel that huge one-crop, one-family farms are slowly strangling life from western towns by sheer lack of competition.

"This is our homeland," explained Mayor K. R. Barkman, a hardware merchant and an old-school gentleman of profound dignity who took office by acclamation when the town was incorporated in 1947. Into their homeland the Mennonites have poured the best of themselves: their brains, doggedness and brow-sweat. To profit from it and not re-invest is unthinkable.

"There's not one instance where a man made a lot of money here and moved away," the Mayor said. He shook his head. "Selfishness in a town: there's a sad sight."

The non-Mennonites in Steinbach can be counted on a man's fingers, but by no means are the town's 20,000 satisfied customers all Mennonites. They're French-Canadian farmers from nearby Ste. Anne and La Broquerie; they're Ukrainians from tiny Sarto; they're Slavs, Irishmen, Poles and Germans from the busy, little-known bushland to the south.

They trade in Steinbach because they've learned trust and the value of a Steinbach bargain. They read a Mennonite-edited Steinbach newspaper

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—Photos by Gordon Aikman

OFFICE of *Carillon News*: Editor Eugene Derksen (centre), brother Bruno (l), and father, G. Derksen.

Running Cities Is Their Business

Lack of training schools in Canada has slowed trend to city managers but they are at work in 36 Canadian municipalities in six provinces

by Hal Tracey

LAST YEAR, when the city of Sarnia took on more than 10,000 extra acres of land, and acquired 10,000 more citizens, it also decided it was big enough to hire a city manager to run its business. That raised a problem. Where was there a man to be found in Canada who was qualified to keep his finger on the city's pulsing daily life, to report back on a hundred and one details to council, and to carry out firmly and successfully the policies laid down by council?

There aren't any training schools in this country for city managers. They aren't usually imported from the U.S., because their training and background in that country don't apply to the Canadian scene, and because they can do better for themselves on their own side of the border. The only solution is to hire a manager away from another city, or to raise one of the city's own department heads to the post.

Sarnia chose the former alternative, and hired E. Royden Colter, who was managing the city of Saint John, NB, before he accepted his present post. And Sarnia became one of 36 municipalities in six provinces to put the reins of city business into the hands of a manager. Oakville, Ont., now in the market for a manager, will be the 37th.

Sarnia and the other cities turning to this form of local government aren't doing so for the same reasons that prompted the beginning of the council-manager form 40 years ago in the U.S. City managers then were often cleanup men, able to make striking savings in expenditures because of corruption or inefficiency in city government. Cincinnati, for instance, was able to save almost $2 million in the first two years under the council-manager system.

But Canadian cities that adopt the system these days usually do so because of the headaches brought on by rapid expansion. The job just gets out of hand for a part-time council, and in many cases the city can't afford a full-time council, so a competent man especially fitted to run a city is hired.

The chief advantages: a clean-cut division between policy-making and administration, better coordination between city departments, fewer elections. Since less time is needed for council meetings, more men can afford to run for council.

Central purchasing, and subsequent savings in tax dollars, has been applied by some city managers. They are in touch with other city managers through the international association (Quebec has an association of its own as well) and are interested in the most modern methods of city administration, since it means keeping up-to-date in their chosen profession.

Managers accumulate much more experience than the usual enthusiastic amateurs elected for short terms, who serve on most city councils.

By hiring a city manager, a council doesn't duck its responsibilities. The city manager is an administrator only, and council still has to set the policy he carries out. But council no longer has to ride herd on city departments — consequently there is less committee work. That means fewer meetings, and, if the city manager is a good one, a clear-cut presentation to council of the business to be brought to council's attention. Once council decides, the city manager carries out their will. He presents all the alternatives, perhaps recommends one, and then leaves it up to council.

CONTRARY to U.S. practice, Canadian cities have often picked a man from their own community to be city manager. Saint John appointed a local man to fill Colter's place when he went to Sarnia. In smaller cities, the manager is often a department head who has become familiar enough with the workings of other departments to supervise their work. He may carry on in his own department as well — city clerk, engineer, treasurer. However, Halifax, Victoria and Sarnia all went to other cities to find their managers just recently.

The council-manager system has caught on in Quebec, where 28 municipalities operate under it. Many of them are company towns, built by large industries, and the natural system for them would be the council-manager one. But that doesn't explain entirely the system's popularity in the French-Canadian Province.

A big reason is that Provincial legislation makes provision for the council-manager system, says Eric Hardy, Director of the Citizens Research Institute of Canada, an independent fact-finding organization that reports on Governmental administration in Canada. In Ontario, where the board of control is favored, a private bill must be put through before a city can adopt the system of council-manager. Windsor, Leamington and Oshawa have, at various times, put through such bills, but haven't followed through on them.

QUEBEC is the largest city in Canada to operate under a city manager. Toronto has discussed the pros and cons sporadically, but sweeping changes would have to be made if the system were instituted in that city. It just isn't compatible with the board of control plan under which it operates, and cities in Ontario over 100,000 in population must have a board of control.

Eric Hardy favors the council-manager plan over the board-of-control system. This surprised Sudbury Chamber of Commerce, which invited Hardy to speak on the merits of the two plans recently, when the city was considering adoption of one or the other.

"They assumed I would favor the board-of-control system," says Hardy. "In fact, they were so sure that they passed a resolution in favor of it a week before I was to speak."

It was quite a shock to them when he damned the board-of-control system and spoke in favor of the council-manager form.

City managers command fairly good salaries — anywhere from about $5,000 to $12,000, depending, of course, on the city in which they operate. Good ones are still scarce, and a large city may

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—Bill Halkett

—Climo

CITY MANAGERS, Cecil C. Wyatt of Victoria, left, and A. A. De Bard of Halifax. The job is not strictly comparable to that of general manager of a business.

THE WORLD TODAY

With Tom Dewey to the Far Pacific

by Willson Woodside

THERE was some suggestion when Governor Dewey took off for his tour of the Pacific last year that he might be grooming himself for the job of Secretary of State in a new administration — a position second only to the presidency which he has twice failed to win. Such an idea certainly adds sharply to the interest which would normally be accorded his impressions, especially just at a time when it looks more and more as if there may be a Republican administration and one which will be in some debt to Dewey.

Whether Dewey would shoulder aside the man whom he himself favored for the position in 1944 and 1948, John Foster Dulles, whether he is more likely to turn up as Secretary of Defence, or really meant what he said at the Chicago Convention, by way of keeping his delegation in line, that he would be Governor of New York State for another two and a half years, it must be said that the figure which emerges from "Journey to the Far Pacific" (Doubleday, $4.65) is a warmer, more human and more modest one than expected.

I find it highly contradictory that a man who has been so often described as cold and egotistical should have written a book, not so much about what *he* did and saw and said on his travels, but about the people he met, of high estate and low, their problems, opinions and suggestions. Since it is a bit too much to assume that this whole attitude is a pretence, the book may at least help to correct widely held prejudices about an easily disliked man, and one who may be prominent in U.S. affairs for many years.

In opening the book I confess that I wondered just what a public figure, without previous first-hand experience of Asia, and making a hurried trip, could tell us better than an able resident correspondent. One or two such, I noticed, were restrained in their praise in reviewing the book. But it seems to this reviewer—who has never been to the Orient either—that Dewey noticed a great many things which the experienced correspondents no longer see or consider of interest. As a former presidential candidate and powerful Republican figure he could meet "everybody," while freer to speak and listen to criticism than an official of the Administration would have been. But most of all the book reveals the effect which the trip had on Dewey.

It is a powerful reminder of how long the Korean truce talks have been going on to read of his arrival in Tokyo on July 4, *last year*, to find the whole town set at the ears by talk of peace and very unhappy about it because nobody believed that the Soviets would allow it to be a real peace. He soon showed one of his characteristics by cutting out the "diplomatic nonsense" which had arranged for him to call on General Ridgway at 11.30 and Ridgway to return the call on him at noon. They just settled down to a long visit and went out for lunch together.

ANOTHER characteristic of Dewey's trip was established in his day-long visit to Japanese farmers—though in this first instance he wasn't quick enough to head off the Minister of Agriculture and the local Governor from coming along with him. As the owner and operator of a 300-acre dairy farm in New York State, he found things on a very different scale in the Orient, visiting on one occasion a farm of 1½ acres which supported 17 people.

But he fully appreciated that land reform was probably the greatest and most durable achievement of the U.S. occupation of Japan and the most necessary answer to the Communists everywhere.

Dewey shares the confidence which so many Americans display that the Japanese "bid fair to become our most stable Pacific ally," but he doesn't minimize the immense problems of over-population, of finding food, raw materials and markets, which could break the back of their struggling democratic system. This he neither expects nor wants to see develop along the lines of the American system. "Lesson Number One in foreign affairs is that it is difficult and unwise to try to make the rest of the world in our own image."

He ranks Premier Yoshida along with Italy's de Gasperi and France's Schuman, and right behind Winston Churchill, as a statesman who has played a decisive role in bringing his country safely through the postwar whirlpool.

As he travelled he met many predictions about other places in Asia which proved false and over-gloomy when he got there. "Almost everything looked different at first hand from the way it appeared at a distance; it also looked much better."

In Korea, he corroborates the first impression of so many of our soldiers, that the stench of the rice paddies (from the use of "night soil" as a fertilizer) is beyond all comparison worse than in Japan. The Korean legislators and people were "pitifully" cordial, and extremely anxious about the outcome of the truce talks just then starting. He takes no stand for or against Syngman Rhee, merely pointing out that, having spent a lifetime to liberate the Korea of 1910, Rhee found himself at an advanced age pathetically attempting to administer the divided Korea of 1945.

OF SEOUL, Dewey remarks that by comparison Berlin is unscarred. On the battlefield he was particularly eager to check the claims that our casualties had been only one-tenth of the enemy's, and he was satisfied of this.

Pausing for a brief look, which the public does not often get, at the great U.S. air base on Okinawa, he reached Formosa. His visit here and in Hong Kong, among the Chinese and discussing their situation and their views of the mistakes of the past and the opportunities of the present, is the most interesting and important part of the book. Not only is it obvious that Dewey likes and respects the Chinese and feels easier among them than the Japanese; no doubt he also appreciates the political importance of the Chinese question in current American politics. But at the very outset he finds himself involved with a furious Chiang and Madame, defending the peace of reconciliation which his friend Dulles had just painstakingly written for Japan.

In Formosa he got into great discussions of the mistakes of Chinese Nationalist and American policy which had led to the loss of China to the Communists. But Dewey is not the man to look backward for very long; his real concern is, what should be done now? Though he met the opinion from one outstanding figure on Formosa that "Chiang is the only man who can hold this government together and he is the only man under whom it cannot succeed," he was also much impressed by the "spiritual leadership" which Chiang held over many Chinese.

Dewey seems to tend towards the idea that the solution for the Chiang question is for the latter to proclaim that he has displaced all of those aides whose bad advice or bad conduct was responsible for the loss of the mainland. Already a real house-cleaning has put younger men, "spirited, bitterly-experienced and aggressive" in the

—Wide World

DEWEY'S VIEWS on policy for the Pacific are bound to have influence with John Foster Dulles (right, seeing him off with Mrs. Dewey) his friend and consultant on foreign affairs, likely GOP choice for Secretary of State.

—Pletcher in the Sioux City Journal

DEWEY was impressed with importance of Indo-China in Asian conflict, something Washington has not always appreciated.

—Jensen in the Chicago Daily News

CONTRARY to Taft, Dewey hails U.S. intervention in Korea, bound to be a big election issue, as having saved free Asia.

top posts of the Nationalist regime on Formosa, notably K. C. Wu, the former mayor of Shanghai, as Governor of the Island, and Sun Li-jen as commander of all ground troops.

But because "the Chinese Army has no retirement system" there are 1,700 generals on Formosa, as compared to 1,100 general officers in all three U.S. services today! Their factionalism undermines the authority of the admirable Virginia-educated General Sun; though it is said in their defence that many of them command the loyalty of millions back home in their own province. Obviously, says Dewey, the strongest advice must accompany U.S. aid to Formosa if it is to be effective.

There is not the slightest doubt that Dewey favors such aid. It costs only $100 million a year to maintain Chiang's army, against a sum 30 to 50 times as great for an American force of the same size. And while he finds many defects in the Nationalist army, it is better than he expected. He believes that the American mission is doing an excellent job in training it.

HE IS TOLD that the Nationalist soldiers on Formosa know very well how many of their former colleagues who surrendered to the Communists have been sent to Korea to die, and would not desert if they were used in an early landing on the mainland. Dewey does not think that such a landing would be wise today; but is satisfied that merely by its existence on Formosa the Nationalist army may have saved Indo-China from invasion and conquest by the Chinese Reds—which he believes would have meant subsequent loss of all South-East Asia.

He goes so far as to recognize that the Chinese Communists have the popular side, in leading a fight against white domination, with the cry of "Asia for the Asians." The answer to this, which he had from one of the wisest Chinese on Formosa, was for American propaganda to drive home the truth that the U.S. had liberated the Philippines and given them freedom. "You should tell the Asians that America is defending Korea from its enemies today; that America is for China for the Chinese, not for the Russians; for Indo-China for the Indo-Chinese, not for the Russians; for Japan for the Japanese, not for the Russians. The Russians are the real imperialists who are trying to conquer the world. Why should America allow them to get away with claiming they are liberators?"

To advertise "the American way of life" and shout about "freedom and democracy" means very little in Asia. "To our people, 'freedom' is a strange word . . . The people know there must be government, and if there is government 'how can there be freedom?' Free elections are a strange idea to the Asian, but foreign domination is all too familiar. He will take a *native* government, good or bad. . ."

The kind of people Dewey got all this advice from on Formosa were in fact a tribute to generous American policy towards China: scores of them had studied in the U.S. on the scholarships for which the U.S. used the Boxer Indemnity.

—AP

DULLES' TREATY for Japan, which Dewey had to defend so strenuously in the Philippines and Formosa, brought on severe Communist street riots in Tokyo. Japanese Government is now preparing a law which would outlaw Communists.

There is no conviction more firmly expressed in this book than that of the importance of Formosa. "Even if the Nationalist Government were as bad as its enemies paint it" Dewey would favor supporting it as one of the forces necessary to keep the Communists from overrunning the whole free Pacific. It represents a thorn in Mao's side, keeping him from throwing his whole weight into Indo-China. It is a magnet of attraction to the overseas Chinese who are so important in business and trade all through south-east Asia and who would be forced to look to Peking if Formosa fell. And it has become an essential part of the U.S. line of defence running from Alaska down to the Philippines.

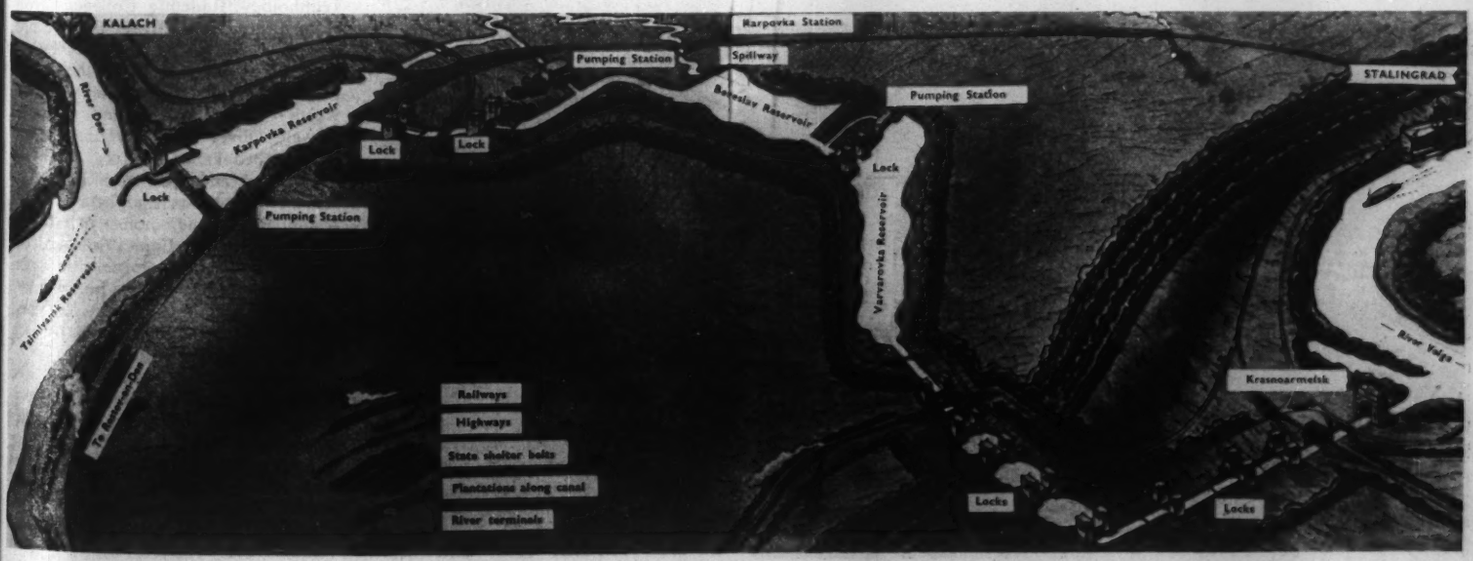
IN THE Philippines Dewey found a real conviction that China was not lost for good, and received much more advice on propaganda, in which "the Communists are so much smarter than we are that it's just tragic." President Quirino urged on him a Pacific Treaty, to complement the Atlantic Treaty, and this becomes one of Dewey's main policy recommendations. He wouldn't try to include India and Pakistan, and he wouldn't expect Indonesia or Burma to adhere in the beginning. But he believes that it would be worth while to begin with Japan, the Philippines, Nationalist China, Indo-China, Siam, Malaya, and New Zealand, Canada and the U.S.

With this he couples John Foster Dulles' policies of using a convincing threat of retaliation against Communist China or Soviet Russia as the chief means of saving Indo-China, Burma and other such places from being overrun one by one, and giving far more importance to supporting counter-revolutionary effort against Communist regimes.

CONTINUING his strenuous tour, Dewey is stirred by the single-handed achievement of the late Marshal de Lattre de Tassigny and impressed by the political leadership of the Emperor Bao Dai, in Indo-China. He finds in Malaya that Malcolm Macdonald lives up the reputation of "the wise man of Asia." Indeed, the Governor of New York was so much taken with the quiet judgment and human warmth of the former British High Commissioner to Canada that Dewey actually contemplated advising the Churchill Government, after the British election, not to fire Macdonald!

In spite of the rather baffling incompetence and neutralism which Dewey found in his last port of call, Indonesia, he returned from the far Pacific profoundly convinced that the freedom of this area can be saved by a treaty of mutual defence, and its living standards raised through the use of quite moderate amounts of technical aid, administered by first-class people.

The reader will, I think, be convinced of the value of important men going to the spot to see for themselves. The importance of the statesman's book over the journalist's is, after all, that it is more likely to influence policy.



ONE OF MUCH-ADVERTISED Soviet projects for "transformation of nature", the canal linking the Don River with the Volga, just below Stalingrad, is completed. It is tied in with the irrigation of a large region and the planting of shelter belts of trees. Volga power dam near Kuibyshev is another project also being pushed.

PORTS OF CALL

Down in Martha's Vineyard

by Lenox E. Bigelow

MIX RICH ROMANCE of the past, the comfort of modern accommodations with generous portions of sports for all ages; sprinkle daily with summer sun cooled by the steady pull of an ocean breeze. Such is the zestful vacation recipe found on Martha's Vineyard or Nantucket Islands off the Massachusetts coast.

Roughly triangular in shape, the Vineyard's 100-square-mile bulk is but four miles off the mainland, "a land of old towns, new cottages, high cliffs, white sails, green fairways, salt water and water fowl."

Thirty miles easterly in the Atlantic is Nantucket, whose ancient cobblestoned streets, stately homes with their shadowing trees, open moors, lovely gardens and sunny beaches, rightly entitle it to its Indian name Canopache "Place of Peace." Both islands are reached by auto-carrying ferry from New Bedford or Woods Hole or by scheduled airliner out of New York or Boston.

Many miles of paved highway connect the six townships on Martha's Vineyard. Briefly, Vineyard Haven is considered the "trading" center, Oak Bluffs the carnival and amusement community, and Edgartown is noted for its fine residences and hotels. "Up island" is the farming section in West Tisbury while Chilmark is the island's commercial fishing and lobstering headquarters.

One of nature's truly unique phenomena is at Gay Head. Multi-colored cliffs drop 200 feet from the lighthouse into the sea. The rich-toned clay ranges the gamut of colors from pure white, through the ochres and yellows, to blue and black, the strata standing out in bold relief. These cliffs present a challenge to the color photographer.

The Vineyard is famous for its fine beaches—miles of them circling the island. Chappaquiddick Island, a brief ferry ride across Edgartown harbor is one of the finest beaches in the northeast. There are two fine yacht clubs, excellent harbors for any pleasure craft and three golf courses provide ample diversion for the club swinger.

Nantucket has an outstanding whaling museum housed in an old whale oil candle factory. Here a priceless collection of ships' logs, implements and other paraphernalia of that once fabulous industry is preserved. While the auto has supplanted the "surrey with the fringe on top", these Gay 90's vehicles remain a favorite mode of transportation with vacationers, though bicycles are also very popular and can be rented at a moderate fee.

Nantucket's quaint restaurants, which specialize in delicious seafood as well as other gastronomic favorites, are decorated with the "mariner's eye." From an architectural standpoint there is the whole range of American styling, from Colonial and Cape Cod cottage to Georgian mansions originally constructed from whale oil fortunes.

—Photos courtesy Massachusetts Development Commission

GAY CLIFFSIDE BEACH ON NANTUCKET ISLAND

THRUSTING out into the Atlantic Ocean from the southeast corner of Massachusetts lies the 85-mile-long bent-arm peninsula of Cape Cod, one of America's most famous vacation spots. Its charm is undeniable; its attractions endless. Easy of access, the Cape can be reached by fine highways, railroad, or scheduled airliner from Boston and New York.

Long summer days offer ample time for beaching and swimming; sailing, fishing or boating; hiking or horseback riding over trails or ever-changing sand dunes; antique- or gift-hunting in the many shops. Photographers will find the Cape a continual delight, the only limitations being the individual's skill and equipment. Dennis is the original home of the summer theater and there are several other play-houses, including the new music circus at Hyannis. Provincetown is noted not only for its quaintness but its colorful and thriving art colony.

SWAN BOATS IN BOSTON

There are miles of fine beaches for surfcasting for striped bass and bluefish; trolling for these species; big game fishing for giant tuna, marlin, sword-fish and sharks; to say nothing of the quieter handling for porgy, flounders, tautog, cod and other bottom fish.

A fall vacation on the Cape is something long remembered. The crowds are gone, accommodations are easily available, and the weather mild. October 11-13 is scheduled as the Indian Summer golf tournament dates, while October 26 will see the opening of the waterfowl gunning season and open season on upland game — pheasants, quail, grouse and rabbits.

HOURS, days, weeks, whatever time you have to spend in Boston and environs you will find fascinating. Here are contrasts found only in the proud background of three centuries of American living, blended with the culture and cosmopolitan atmosphere of a busy metropolis.

The American great and near-great have also been immortalized in the communities radiating out from Boston for a distance of a short drive —Concord, Lexington, Plymouth, Quincy, Sudbury, Salem, Marblehead, Gloucester, Newburyport.

HARBOR AT MARBLEHEAD

Inns, known even to Colonials of Revolutionary days, still keep a hospitable latchstring out, joining with the many other fine eating places of more modern origin in maintaining the New England tradition of fine foods.

Filling in spare time in Boston is easy. A stroll in the Public Gardens with a ride on the swan boats; concerts by a famous orchestra at the Hatch Shell on the Esplanade; boat trip up the Charles River; that "bit of Olde England," Beacon Hill; Fanueil Hall, King's Chapel; Old State House, Old North Church, ancient burying grounds; picturesque T-wharf with its artists' studios, seafood restaurants and colorful fishing fleet; a ride to the top of the Custom House or John Hancock towers.

Uptown, the beautiful Fenway with its rose gardens, Museum of Fine Arts, Mrs. Jack Gardner's fabulous palace museum; Christian Science Mother Church and Publishing House with its unique mapparium; big league baseball games at Fenway Park or Braves Field.

CAMBRIDGE just across the Charles River, is the site of Harvard University, Massachusetts Institute of Technology, Radcliffe College. Stroll along Brattle Street to see the fine old residences and at the end of "cemetery of poets," where are found the graves of Mary Baker Eddy, Henry Wadsworth Longfellow, James Russell Lowell, Oliver Wendell Holmes, and Phillips Brooks, and others.

Concord and Lexington immortalize the Revolution and here may be found the former homes of Ralph Waldo Emerson, Louisa May Alcott and Nathaniel Hawthorne, now open as museums. Wayside Inn, Henry Ford's restoration of the old Red Horse Tavern in South Sudbury, is a "must" for every visitor.

The "shore road" is the one to take north out of Boston. There is Swampscott, a fine summer resort; Marblehead, international yachting center and quaint, narrow streets; Salem with its House of Seven Gables, Witch House, Pioneer Village and replica of the ship Arbella. Gloucester remains ever colorful with its great fishing fleet, swarming docks, artists' studios and quiet coves.

Jack Kent Cooke: New Wonderboy

CONTINUED FROM PAGE 1

sure they don't eat. Cooke himself lunches at his desk on a sandwich on which he never seems able to get any butter, and the perpetual cup of coffee. Ostensibly he does this to save time but rumor has it that it's for other reasons—one because his mind is sharper when he's hungry, the other because his 160 pounds is more than a man of five-feet-eight ought to weigh.

This summer Cooke's "ruling passion" is the ball club. When he took it over last July it was losing games, losing attendance and losing money. Cooke bought a major interest in the club, he says, because he'd always liked baseball and because he figured he could make money with it. This is a typical Cooke way of combining business with pleasure. If he doesn't like something, he doesn't want to do business with it. Recently he was offered a well known soft-drink company at a bargain price but he turned it down. "I'd rather drink muddy water."

Once launched on an enterprise, Jack Cooke lets neither sentiment nor tradition have any part in his way of running it.

"This business of appealing to civic pride in selling baseball is strictly bunk," he told the International League. "You don't sell clothes that way, or magazines that way or any other product."

INSTEAD, Cooke turned baseball into a carnival with music, nightclub entertainers, prize fights, orchid nights, comic-book nights and a flagpole sitter. This last he looks back on as a mistake. A better idea would have been to have a man in a blimp who came down in the middle of the night when no one was looking.

Although these antics pleased the crowd and made money, Cooke realized that the fans still wanted a good team, tried to buy new players. It is said that an $8,000 salary figure frightened him off Ball Player Bert Haas. He did buy Marvin Rickert who has played a good game without turning into quite the "Minor League Babe Ruth" that Cooke predicted he would be.

On the matter of salaries, Cooke is reputed to be a poor pay. This has become such common talk that his public-relations man suggested he remedy it. Cooke went down the salary list, decided the boys at the top were doing pretty well. He admits he doesn't start office help very high but doesn't feel they're worth any more than they're getting.

Asked what kind of man he is to work for, one of his long-time employees says, "Jack'll promise you the sun and the moon. He'll give you everything but money."

When he bought radio station CKEY he told the boys, "You'll go along with me. If I make money, you'll make money."

Some of them stayed with him, are with him today. Others felt they weren't even keeping up with the cost of living, much less getting ahead.

"Jack's saved more money than he's made," says one of them. "With the raises he didn't give."

On the other side of the picture, Cooke is known to be generous when one of his employees is in serious need.

"I like to hand it out," he smiles confidentially. "Everybody does; it makes you feel good."

Most of his hand-outs are anonymous but he has one big public service, Variety Village, set up in the main by show business to help young cripples. Cooke is one of the three trustees of the Heart Fund which supports this, and last year baseball contributed $35,000 to it.

This year he promised the Fund the net proceeds from baseball on the night of August 15. To an objection that a set date might leave them with nothing, he assured them way back in June, "It won't rain on August 15, I promise you."

To an onlooker, Jack Cooke appears to settle everything as quickly as that, and with that much assurance. It takes him all of half a minute to order a new $2,000 engine in his Lincoln car, have it repainted "grey with a touch of green or blue to relieve the drabness."

In approximately the same short time he will dictate a letter full of dots, dashes, brackets, interlarding such words as "ostensibly" and "capitalize" with "damns" and "shenanigans" and signing it "Love us dearly, Jack Cooke."

In even less time he will dictate the make-up and gist of an ad for *New Liberty* though he takes longer to decide if the sales rack for the publication should be straight red or orange-red.

These activities are carried on, not one at a time, but on parallel lines. While he settles one problem on the phone, he is simultaneously preparing the answer to the one on his desk. As a background to these activities, he continually smokes cigarettes (three packs a day) which he butts out in an ash tray the size of a soup plate.

For the telephone he has a special vocabulary, composed in the main of damn, bloody sonofabitch, what-the-hell and well—Jesus—which he uses in a variety of interesting juxtapositions. Off the phone, he apologizes if one of these happens to slip out by mistake.

For the written word, Jack Cooke has a nice regard and a fine appreciation. He has a good contemporary library of fiction and biography. He likes *The New Yorker*, Hemingway, some of John O'Hara, E. M. Forster and the lesser known books of George Orwell, whose book "The English People" he keeps on hand to give away.

"I like Orwell because he has the highest intelligence in the world," he says. "He writes—or wrote—better than anybody in the last generation."

Of Christopher Fry whose "The Lady's Not Burning" is one of his favorite plays, he says, "To write English like that is not a science but an art."

IN *New Liberty*, Publisher Cooke tries to keep the language pure by having every word of it checked by Poet E. J. Pratt, is trying to raise the cultural level by having Toronto Professor Marshall MacLuhan as a regular featured contributor.

"We aren't a lousy magazine," he insists. "We're not appealing to 'teenagers or the lower brackets. We'll reach those high domes and prove to them that this is a damn fine magazine."

When he bought the magazine in 1947 for $400,000, it was losing money and had a bad name. Now he claims, not a paid-up circulation, but a readership of 415,000, the largest of any magazine in Canada. It is said that in the last three years it has been making money.

Whether it makes money or not, Cooke has his magazine to thank for one of his most prized contacts—Lord Beaverbrook. When he was in Toronto, Beaverbrook called him up at his house one evening to tell him he liked his magazine and to invite him and Mrs. Cooke to dinner.

"I think you have the liveliest men in Canada," said Beaverbrook. "It's the kind of magazine I like."

He added that his regular trans-Atlantic reading consisted of *Time*, SATURDAY NIGHT, *Newsweek* and *New Liberty*.

"I think we ought to be awfully bloody proud of it," says Cooke.

Jack Cooke got the feeling that Beaverbrook was re-living his own youth in him. Felt confident that a friendship had been established when the Cookes were invited to visit Lord Beaverbrook in Nassau last winter.

Although he leaves the managing of CKEY pretty much to his brother, Hal Cooke, this radio station has been and still is the pot of gold for Jack Cooke. It was his dream for a long time.

"I used to pass it every night riding home on the bus and say 'Oh boy, wait till I own that place'."

At that time he had $100,000 in the bank, "more money than I've had before or since, but Henry Gooderham who owned it was asking a million dollars, not because it was worth it but because he didn't want to sell."

"Every time I saw him I mentioned it, every time I met a mutual friend I mentioned it." Cooke tells how he did it. "Almost a year later Gooderham said, 'Well maybe. . .'."

Cooke followed it up quickly, said he'd be round with the papers.

Gooderham's reply was, "You're wasting your time typing it."

"But he signed it," says Cooke. "I did everything but lock the door."

Cooke had one month in which to raise the money and no idea of how to go about it. His lawyer and friend, William Zimmerman, took him to the late J. H. Gundy, who rewrote the terms for him on the grounds that a million dollars was out of the question and that Gooderham would likely accept less in the form of a steady-paying mortgage.

GOODERHAM settled for half a million on this basis, and the rumor went around that he did this expecting Cooke would fail and he'd get the station back.

On Gundy's suggestion; Cooke didn't attempt to borrow but formed a syndicate which was to have eight participants at $25,000 each. He had a month in which to do it. The first six came easily enough. Gundy put up the first, Zimmerman the second, to start him off.

For the seventh, with only four days to go, Cooke decided to try the richest man in Canada — E. W. Bickle. Eight years later the memory of that interview still brings out a damp rash to Cooke's forehead. Bickle didn't want to invest in anything, no matter how good it was. Cooke talked and talked.

"I talked about everything, even the height of the building," he says. "I figured as long as I could keep him from saying 'no' I had a chance."

Bickle agreed to Cooke's suggestion that he think on it overnight. The next day Bickle not only agreed to put up the $25,000 but offered it as a gift. Cooke accepted it, but on a

—Turofsky

BURLEIGH GRIMES, who managed Maple Leafs during the war, returned to the team last month to check losing slump. Grimes led team to 1943 pennant.

business basis, and has since been glad he did.

"Being given money like that isn't good for a man," he believes.

The eighth came easily and Cooke owned radio station CKEY, then known as CKCL and considered the poorest radio station in Toronto. His moving in hit like a cyclone.

"Until the very last," one of the old staff recalls, "Gooderham told us he wasn't selling. Cooke planned it like a Hitler invasion. He just walked in. The old station closed at midnight and at four the next morning started up again."

Some of the employees left immediately but some stayed and the report is that for one week "Cooke made the station lousy, because it helps his pride to belittle anything that was done before. And from there on it became a wonder story."

Those who were there report he was on the job from 7.30 a.m. to midnight and "on all three floors at once."

Cooke increased the staff from 18 to 80, instituted the system of block programming which has been so successful, speeded up the station so there wasn't one second's dead air.

"We'd gone on for years thinking certain things couldn't be done," recalls one of the old employees, "but we found they could be. You never say 'can't' to Jack Cooke."

At the time nobody thought he could make it work. Today it is said of CKEY that there's not a spot left to be sold, and that no plant of its size is making the money it's making.

FROM THEN on Cooke's success was assured and in addition to owning CKEY, he is consultant to a radio station in Ottawa. When he took over this station, it was losing money. In six months he had it showing a profit, now gets a rich fee from it because he had the confidence in himself to insist on a profit-sharing payment.

When he's asked to state in public to what he attributes his success, he says, "I cherish the old fashioned values of hard work, hard work and hard work. . . I believe that if one works hard, rewards accrue in the natural order."

When he gets down to talking about it, he credits his success to what he calls his *mazel*, a Yiddish word that means a little more than luck and a little less than fate.

"There's no English equivalent for it," he says.

He knows he's a good salesman and a hard worker but he believes that these qualities were born in him.

"All of us are going to be what we're supposed to be and haven't too much control over our destination."

At school his teachers must have felt some doubt about his destination. So little impression did his educators make on him that he can't remember whether he got through school or not. Toronto's Malvern Collegiate reports him to have repeated one year high school but to have ultimately passed his junior matric. They do not report that he once skipped school for a stretch of three months because they didn't know. He never got caught. While he was absent from school he spent his time downtown, not going to shows because he did not have the money, but playing records in department stores.

Although he did well in English and Arithmetic, he was more interested in jazz and after six months of piano lessons and one year on the clarinet, he began playing the saxophone in orchestras. He also sang, as much like Rudy Vallee as he was able, under the name of Oley Kent. Those who remember him say he wasn't bad. Although he never liked dancing, his other idol was Fred Astaire whom he is said still to emulate sartorially, wearing his jackets close fitting and with no padding. This rated him among Canada's best-dressed men two years in a row.

When the time came for him to earn a living, he seems to have given it serious thought.

"I used to lie in bed at night trying to think what I could do best. I could play the saxophone but not well enough. I could sell but I wasn't the best goddam salesman in the world."

The answer appeared to be advertising, but it was during the depression and nobody would give him a job. He tried radio station CFRB and Harry Sedgwick said he'd be losing money on him at $10 a week. Cooke offered to pay him $10 a week for the chance to learn. Sedgwick turned him down. His first steady job was in a brokerage office as a runner at $11 a week. He asked to be made a trader — traders made $25. He was offered the chance to learn, but at his old salary and he couldn't afford that. He'd just been secretly married to a pretty girl named Barbara Jean Carnegie and he needed more money. He decided to go back to selling.

That didn't mean there'd be no honeymoon. Jack Cooke knew he could sell encyclopaedias anywhere and he and his wife set out for Western Canada in an old roadster with one curtain missing, and with $50 borrowed from his father. He financed the trip by working all day to get meals and a room for the night. After they left Canora, Sask., his luck ran out. The car bogged down and after a night in what he insists was horizontal rain, he and his bride left the car and walked into Verigin. That day Jean Cooke spent in a hotel kitchen where bread and pies were being baked, without being offered any, waiting for her husband to come back with the price of a meal.

AT SEVEN O'CLOCK he came for her having broken the resistance of the school principal who figured the only way to get to his own dinner was to give Cooke a five dollar deposit.

"That was the all-time low," he says. "It was never as bad after that."

Next he took to selling soap and when he was making as much as $70 a week in the latter part of 1936, he dropped it for the opportunity of managing a radio station at Stratford, Ont., for $25 a week. This was the beginning of his connection and eventual association with Roy Thomson, radio and newspaper owner. From that time it was radio with Jack Cooke and, on borrowed money, he bought his own station at Rouyn, Que. This station, bought for $21,000 and sold for $105,000, provided his stake for CKEY.

In addition to his three major enterprises Cooke owns a sales agency in New York and Hollywood managed by his brother Donald Cooke, and a small agency here that deals in packaged shows. He tried to get a television licence but failed and it is rumored that it was Cooke's frenzy to be first in television that roused the CBC into action. However, Cooke has the baseball team which is almost certain to be televised, is rumored to be in the market for the Toronto Argonauts football team, and is preparing for the new medium by buying a film company.

THE ONLY other piece of property that he admits to hankering for at the moment is a newspaper and he expects to get it someday. If he does, it will be said of him as it was with radio that he knows nothing about newspapers, probably won't make a go of it. This is where people underestimate Jack Cooke. At the mention of the word "newspaper" he spreads one out on his desk, gets a pencil, shows you from front to back what he'll have on every page.

When Jack Cooke's name is mentioned in radio and publishing circles, the impression you get is that he's not liked. Reasons given range from the criticism that "he smiles all over you" to the more serious one that he's ruthless about getting what he wants, is something of a sharp operator and can be rude to the point of boorishness. In the stories that are told about him, it's difficult to separate fact from fiction. On one occasion, though, he made the newspapers by having a fight in a restaurant in the best Hollywood tradition, with a Toronto sports-writer.

Men who work for him say he's not so hard as his reputation. They call his office, *i.e.* anywhere Jack Cooke is, the Kremlin. They tell you he tries to put you in the wrong. Keeps you working all night on something he doesn't need for four or five days. That he'll fire somebody without a moment's notice just to prove he's taken over. That he's so stingy he'll refuse to okay an order for a dozen pencils. So childish that he'll drop a golf game at the third hole if he's doing badly. And after all that, the same men will tell you that Jack Cooke's not unreasonable to work for, that they don't think "anybody who ever worked for Cooke is looking for him."

Some of his employees are able to take him as part of the day's work. Others get nervous indigestion. Others are fascinated to the point of hypnotism. "If I have something to tell him I don't dare look at him," says one man. They admire the way he operates. "Nobody can think faster or straighter than Jack Cooke."

One phase of his employer-employee relations—his total lack of race prejudice—Jack Cooke received the Jewish Brotherhood award. CKEY has had on its staff Italians, Jews, Swiss, Japanese, Filipinos, Negroes and other nationalities. For this Cooke takes no credit.

"I'm not crusading for minorities, I'm looking for someone who can do a better job than anyone else."

Cooke has the same open-minded way of inviting people to his house. He likes ball players and show people, has parties for them and feels the other guests should be proud to shake hands with them no matter where they come from. It did startle him though, to find one of his favorite musicians slipping out to the garden for a marijuana cigarette.

Music is Cooke's hobby and if there'd been enough money in it, he would have been happy to follow it as a career. As it is he devotes a little time to it each evening that he's at home. He has what he calls a little black Steinway (a grand), had another piano sent to his yacht in case he got bored on a trip from Toronto to Rochester. Of the songs he's composed, two have been published. One of them, a ballad "Love is Gone", has been recorded by eleven popular artists, including one in French which is said to be the best. One musician claims his songs are good and if ballads were popular they'd be very successful.

His piano, reading current books and an occasional theatre are Jack Cooke's only interests that don't have some connection with business. He used to play golf but it took too much time. He rode horseback every morning for a while but decided he didn't like it and didn't have to. He bought a yacht, had the insides torn out and more luxuriously remade, but he didn't enjoy being on it. He says his house is charming, but he finds it unhandy to live so far out of town and is thinking of selling it. His family he finds perfectly satisfactory. He has two boys, one 15 and the other 10, and his wife, he tells you proudly, is as beautiful as when he married her at seventeen.

His plans for the future consist mainly in having more fun making more money. He's not interested in politics and votes mainly because he ought to. Sitting on committees drives him frantic so he engages in no welfare projects. He has no intention of trying for a millionaire's seat on the University Board of Governors. The idea that radio and publications are instruments of power appears to amaze him. They're entertainment and moneymakers and the only power he wants is to run his own show profitably. The fact that big business men sometimes get ulcers doesn't worry him. Only two things interfere with his sleep—too many sandwiches at bedtime and the boyish excitement of planning what he's going to do tomorrow.

"WETS" VS. "DRYS"

WASHINGTON'S WEATHER WAR

by Kenneth Harris

Washington.

I KNOW that the Americans like to blame their Government for everything, but I never thought they would go so far as to pass a law compelling it to keep its hands off the weather. But there it is, passed by the Senate, and now going up before the House of Representatives, a measure which prevents the President from trying to make it rain.

The main purpose of the bill is to set up a government inquiry into all those private groups who are either trying feverishly to make it rain by artificial means, or who are equally feverishly and by equally artificial means trying to stop the artificial rain from falling. As the Senate Committee which sponsored the Bill said: "It is high time we found out who is doing what and to whom."

It certainly is. Over in the state of Washington there is almost a civil war going on — Wets and one side, Drys on the other.

The wets are the big wheatgrowers on Horse Heaven plateau. The drys are the cherry growers, down in the valleys. Rain in June for the Heavenly Horsemen means bushel after bushel of extra wheat. Rain in June for the Cherrybim means split cherries and split profits.

Three years ago the HH hired a platoon of professional rainmakers, who flew through the clouds in planes and seeded them with silver iodide crystals. Result — lashings of wheat, lashings of split cherries.

THIS YEAR the Cherrybim's patience was exhausted. They too hired rain-pros—some say the *same* ones—who dive-bombed the clouds, not seeding, but *over*-seeding them, so that the clouds dropped if anything less rain than they would have without any seeding at all.

If you want the scientific explanation of this, you can have the one I have been given. Clouds are made up of tiny droplets too small and too light to drop. Seeding with silver nitrate introduces centres or nuclei around which these squeamish droplets collect until they form a drop with sufficient energy to drip. But if you overseed, you introduce *so many* nuclei that these miserable droplets don't know around which one to nucleate, and just stay up there dithering.

This civil war between fruitsters and grainsters would probably have gone on in a steady, hearty, clean kind of way had not nature taken a hand and introduced a complication which is turning a decent war into a riot. In the past ten days a number of storm clouds have come in over the State from the sea. The sky above Washington is now full of cloud, and the over-seeding Cherrybim, who up till now were doing very well, cannot tell which are the Heavenly Horsemen's clouds and which are nature's neutrals. The HH, of course, are not letting on, so the Cherrybim have nearly bankrupted themselves rushing around in planes and shooting silver iodide into the air from mobile ground generators at any cloud that looks as if it might be about to rain on them.

Having studied the all-around strategic situation, I think the Drys are going to win. Before this new turn in events, the Wets were getting pretty fed up with their seeding platoon who were not making enough rain to compensate for the dollars they were paid to make it. The rainmakers complained there weren't enough clouds for them to work on.

Also, a highly-placed source in a dry circle whom I carefully seeded with Scotch, has leaked to me the news that the Cherrybim have a secret weapon: A Mr. Hubbard is working with a new chemical which he claims "can dry up a continent."

In this early phase of the conflict, therefore, it looks to me as if the Drys have it. But anything can happen in America and as I leave for Washington, with my typewriter I shall also pack an umbrella.—*OFNS*

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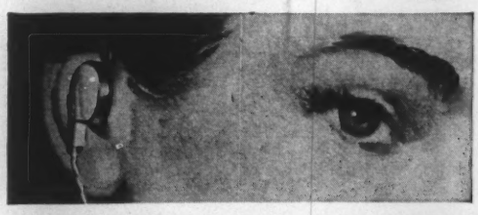

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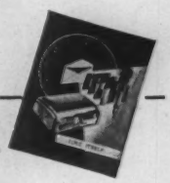

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—Ont. Agricultural College

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—Ont. Dept. of Planning & Development

MARSH RESERVOIR helps to maintain the water table, slows run off, attracts wild-life.

Water Destroys Too

A distinguished Canadian agriculturalist speaks out for a conservation program

by O. M. McConkey

WATER is universal. It is a major part of every living thing. Its value and importance cannot be over-estimated because all life ultimately depends upon water for its very existence. Where water supplies are deficient, unstable or polluted, civilization's progress is seriously retarded.

Since the earliest times, water has been used to generate power and today hydro-electric power is one of man's greatest assets. The need for water in industry is enormous. A large paper mill will use 50 million gallons of water a day, more than enough to supply a city of 500,000 people. It takes 600 to 1,000 gallons of water for each ton of coal burned in a steam power-generating plant, and 65,000 gallons of water for each ton of steel produced. It requires 25 gallons of condensing water to produce a gallon of aviation gas and 85,000 gallons of water to produce a ton of rubber.

The most universal use of water is to support plant and crop growth. In the absence of water the richest soil is a desert. Water dissolves the mineral elements of the soil so that they may be taken up by the roots of plants. The average person does not realize the tremendous amount of water which is required to produce crops, the food we eat, bread and meat. The average land animal is about 80 per cent water. A pound of beef requires for its production, directly and indirectly, about 20 tons of water. Water requirement of crops varies in different climatic regions and with degree of temperature, sun, wind and other factors, but in any region a tremendous total amount of water is required to produce the food, clothing, and housing, which are our daily needs.

Research work at the Hydrologic Research Station, Soil Conservation Service, Coshocton, Ohio, shows that a 34-bushel crop of corn required 18.9 inches of water during the months of May to September inclusive, or 586 pounds of water to produce one pound of crop. A 32-bushel crop of wheat required 12.4 inches of water from April to June or 755 pounds of water per pound of crop. A 1.5 ton crop of hay required 18.7 inches of water from April to August or 1,410 pounds of water per ton of crop.

Water may be an asset or a liability. It is an asset when controlled and put to use for domestic, industrial, power and municipal purposes, to supply moisture for crop growth, to support wild life and recreation and to provide navigation. Conversely, water has a tremendous destructive power. Uncontrolled, it is an erosive agent. It can erode the top soil, and cut gullies. It can destroy farms, cities, roads and all the works of man erected in its path. Water is a serious liability when it causes floods, erosion, waterlogging of land, and accumulation of alkali salts in soil.

Canada is blessed with great natural-water resources but already there are many warning signs that the natural-water balance is deteriorating in some regions. Floods are increasing, ground-water levels are dropping, wells are drying, streams are drying, drought in midsummer is increasing. There is too much water in the spring and not enough in the summer. The natural water balance is being upset. To the evils of this unbalance, desiccation and floods, must be added increasing loss of soil through erosion.

IN 1939, K. M. Mayall, who made a survey of King Township in York County, Ontario, reported: "The ground and surface water are greatly reduced (from the condition of a 100 years ago). The 200 miles of permanent streams that formerly ran in the township are now reduced to less than 30 miles; 260 wells (out of 1,572) no longer give permanent supply of water. Erosion has removed much of the top-soil and some farms have been abandoned." Professor A. F. Coventry, University of Toronto, states: "A survey made in 1940 in the region between Toronto and Dundas, Ont., showed that 67 per cent of all the streams in an area of 1,300 square miles no longer flowed continuously. On some of them, now dry or reduced to a meagre flow in summer, remains of mills and dams indicate that formerly water was sufficient to provide for grist and saw mills . . . The water situation here revealed is by no means an academic question; it is bound up with the problem of widespread erosion and recurrent floods and water shortages. Such conditions will not correct themselves, they are more likely to become worse. The change from the original state of Southern Ontario to the present as a result of unplanned and uncontrolled exploitation of forests and the land has produced an unbalance that can be restored to reasonable equilibrium only by extensive investigations followed by remedial action based on conditions as they exist in various regions."

The annual loss of soil through water erosion is one of the most serious problems facing Canadian agriculture today. Evidence of soil erosion can be seen on farms in every province across Canada. This continuous erosion is leading to lower crop yields from the eroded slopes, and gradual depletion of our national soil resources. The disturbing factor is that these losses of soil from water erosion often go unnoticed on individual farms and in communities or, if noticed, no action is taken to stop this waste—largely because we as a Canadian people are not yet fully awakened to the seriousness of soil erosion in Canada.

THERE ARE many fields in Ontario where the top soil has been washed from the slopes down to the subsoil and the eroded soil has collected at the bottom of the fields against fences several feet deep, and this after only a comparatively few years of farming. One can watch the muddy streams and rivulents in the spring or after heavy rains in summer, carrying valuable soil and plant nutrients to the rivers—a loss to the farms of the community. And one can see how thinly the grass and grain crops grow on the eroded slopes. This is an important object lesson which every child, every student, and every citizen of Canada should observe and feel a personal responsibility to prevent: this loss of soil, our basic national resource.

Water erosion damages land in five important ways; by sheet erosion; gully erosion; loss of organic matter and soluble plant nutrients; by puddling and sealing the surface of the soil which stops infiltration and increases loss of water through run-off; and by reducing the productivity of the soil. There has been a great deal

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DR. McCONKEY *is Professor of Field Husbandry at the Ontario Agricultural College, Guelph, and is an international authority in his field. He has served abroad with both UNRRA and FAO and has studied the problems of conservation in Europe and Asia. The above is an excerpt from his new book "Conservation in Canada" (Dent, $3.50). Says the book's foreword: "The Soil, like Freedom, is not appreciated until it is endangered."*

of research on the process of soil erosion, and we should study and understand the action of water in the soil erosion process.

There are two principal types of soil movement in the water erosion process. They are known as *raindrop splash* and *surface flow*.

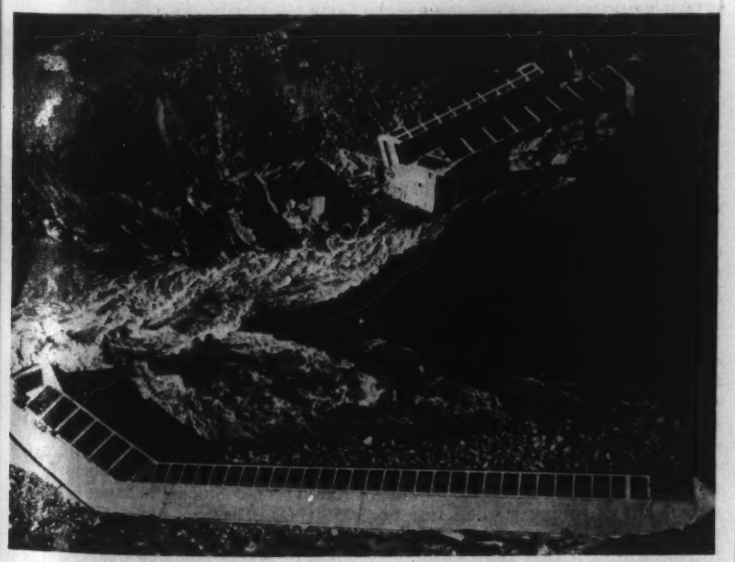
Raindrop Splash: The energy of the falling raindrop blasts the soil particles apart at the point of impact, and splashes bits of soil and organic matter into the air. It has been found that more than 150 tons of soil an acre may be splashed by a one-inch beating rain on a highly erodable soil. When falling raindrops strike bare soil they destroy the crumb structure of the surface layer which results in the puddling and sealing of the surface. This shuts out water and results in excessive run-off. The maximum amount of damage is done during periods of heavy impact storms when the falling raindrop and surface flow team up on bare land. . .

The secret of controlling erosion caused by the falling raindrop is the dissipation of the energy contained in it before it comes in direct contact with the ground surface. . . Nature never leaves a soil bare very long and in our erosion control we should follow nature's methods as far as possible and keep soil protected by vegetation cover or mulch . . .

Surface flow: Flowing water erodes the soil by a scouring action. The amount of force generated by surface flow is related to the *concentration* and *velocity* with which it moves downhill. Since an acre-inch of water weighs more than 113 tons and the force of flowing water to move soil varies approximately with the sixth power of its velocity, it is easy to realize the tremendous power of erosion exerted by run-off water. Experiments have also shown that doubling the degree of slope increases the total soil loss two and four-fifths times. . .

The secret of reducing the damage caused by surface flow is to control its concentration and to retard or regulate its velocity. The regulation of both the concentration and the velocity with which free water moves over the surface of the ground may be accomplished by controlling the length of slopes over which the water moves. The most useful methods for shortening slopes include the terrace, contour cultivation, and contour strip cropping. When these methods are used in combination with good soil management, crop rotations and plenty of grasses and legumes. . . losses from water erosion will be largely controlled.

It is the impact of the raindrops that we must control first of all to achieve effective and lasting results in protecting the land. Good grass-legume cover is the best crop to *break the impact of the raindrops*, increase infiltration of water into the subsoil, and prevent loss of water from run-off and soil erosion.



—IPSFC

ROCK SLIDE at Hell's Gate in BC's Fraser River in 1913 hurt salmon fishing on west coast for years. Fishways constructed as conservation measure cleared route for spawning salmon, increased annual pack by estimated $8 million.

CITY MANAGERS

CONTINUED FROM PAGE 15

have to wait for some time before getting the right type.

The task of running a city has often been compared to that of running a business.

A bulletin on city management issued by the Citizens Research Institute emphasizes the differences, warning against drawing the parallel too closely.

"We cannot afford to overlook two striking differences," says the bulletin. "The shareholders, or at any rate the principal stockholders, can be counted on to protect to the best of their ability their interests in a private venture. But the power of our voice in civic affairs is not measured by the size of our stake in the local community. Consequently, the more responsible citizens often neglect to vote or, what is much more important, to maintain a continuing interest in municipal business."

"In most companies," the bulletin continues, "the general manager is directing a single-purpose operation in which most of the jobs are closely related and well integrated. The chief executive of a city, by contrast, must supervise a number of quite distinctive undertakings and must be sensitive to community objectives that are not always well defined."

Some cities in Ontario are, to all intents and purposes, under the city-management plan, although not formally recognized as such by the International City Managers' Association.

In the U.S., the manager is ordinarily given complete power to appoint or remove department heads and their deputies. In Ontario, the formal authority over senior appointments is left with the elected council, while in Quebec the council controls the offices of clerk and treasurer, and the manager can suspend but not dismiss other officials.

In Canada, there's a higher percentage of cities that have adopted and then dropped the city manager system, for one reason or another, than in the U.S.

A reason may be that the International City Managers' Association hasn't been too active in promoting the system in Canada, says Hardy. All the literature about the system is couched in U.S. terms, so that it seems as though a Yankee idea is being superimposed on a Canadian municipality, in some cases increasing the resistance that new ideas often meet in this country.

HALIFAX is one city that doesn't mind the American influence. They brought in A. A. DeBard from the U.S., despite the fact that he had been trained across the border, and all his experience was with U.S. municipalities. He was appointed early this year, and if he succeeds in overcoming the obstacles of a different form of municipal government than that under which he is trained, may pave the way for further U.S. appointments.

One thing the council-manager system usually brings about is an extension in the terms for which council members are elected. Two, three and four-year terms are not uncommon in the U.S., and many cities elect members for overlapping terms.

Hardy feels that it will be a long time yet before training schools are set up in Canada to turn out city managers. The method still has to gain a much wider acceptance here before that will be practical. But universities are devoting more time now to training in municipal affairs than they used to. If the plan prevalent in the U.S. of appointing a deputy city manager to take over if the city manager leaves spreads to this country, it may provide part of the answer to training managers.

The city-manager system is far from perfect. Its critics say that there is a danger that too few people will be involved in city government, and the rest grow disinterested (councils are usually smaller in size), and that council members will not be as interested in special sections of the city (the ward system of representation is usually dropped in favor of electing council members at large.)

But it does offer a way out for the smaller cities faced with expansion problems, and unable to afford a full-time council. This is largely the type that has adopted the system.

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Notice is hereby given that a quarterly dividend of 25 cents per share on the Class "A" shares and a quarterly dividend of 25 cents per share on the Class "B" shares of the Company have been declared for the quarter ending August 31, 1952, payable on the 2nd day of September, 1952, to shareholders of record at the close of business on the 5th day of August, 1952. The transfer books will not be closed. Payment will be made in Canadian funds.

By Order of the Board,

R. G. MEECH,
Secretary.

Toronto, July 10, 1952.

THE ROYAL BANK OF CANADA

Dividend No. 260

Notice is hereby given that a dividend of twenty-five cents per share upon the paid-up capital stock of this bank has been declared for the current quarter and will be payable at the bank and its branches on and after Tuesday, the second day of September next, to shareholders of record at the close of business on the 31st day of July, 1952.

By order of the Board.

T. H. ATKINSON, General Manager.

Montreal, Que., July 15, 1952.

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PRICES

Housing Question: Rent or Buy?

by Michael Young

IN SPITE of the giddy heights apartment rents have reached, high mortgage rates, high house prices, and high municipal taxes have scraped a lot of the financial frosting from the satisfaction of owning a home. Caught in a merciless squeeze, the shelter-seeker has been doing some high level arithmetic to figure out which course will be easier on his pocketbook—rent or buy?

There are almost innumerable angles to consider:

The first comparison usually made, however, is between the actual cash layout for rent and the actual cash layout for mortgage, taxes, insurance and heat. The New York Life Insurance Co., whose first mortgages on real estate in the United States and Canada passed the billion dollar mark last year, has published a table showing the average yearly outlay of a homeowner on interest and principal, real estate taxes, fire insurance, heat and water, and property maintenance.

The insurance company's figures show that housing costs, on the average, are not progressive; that is, after a point they don't accelerate as your income increases the way income tax does. At lower-income levels, say $3,000 a year, you'd spend about one-third of your gross annual income on your house. At the higher levels, say $20,000 a year, you'd spend about one-tenth of your gross income on your house.

The table indicates that, if you are able to rent accommodation for one-quarter of your income, it would pay you to do so if you are earning much less than $5,000 a year—that is, it would pay you *if* you could find five or six rooms (which is what you'd have in a house) for rent at about $105 a month.

These figures, of course, don't take into account non-monetary factors such as privacy, the garden, the driveway and free garage for your car, nor money items such as the fact that the principal payments on your mortgage are actually an investment for yourself as long as house prices don't fall.

Gross Annual Income	Annual Cost of Home Ownership (Shelter)		Percentage of Gross Income	
	From	To	From	To
$ 3,000	$ 900	$ 950	30.0	31.7
4,000	1,000	1,100	25.0	27.5
5,000	1,100	1,250	22.0	25.0
6,000	1,200	1,350	20.0	22.5
7,000	1,250	1,450	17.9	20.7
8,000	1,350	1,550	16.9	19.4
9,000	1,500	1,700	16.7	18.9
10,000	1,600	1,800	16.0	18.0
11,000	1,700	1,900	15.5	17.3
12,000	1,750	2,050	14.6	17.1
13,000	1,800	2,100	13.8	16.2
14,000	1,900	2,250	13.6	16.1
15,000	2,000	2,400	13.3	16.0
16,000	2,050	2,450	12.8	15.3
17,000	2,100	2,500	12.4	14.7
18,000	2,100	2,550	11.7	14.2
19,000	2,200	2,650	11.6	13.9
20,000	2,200	2,700	11.0	13.5
21,000	2,200	2,750	10.5	13.1
22,000	2,300	2,900	10.5	13.1
23,000	2,300	2,950	10.0	12.8
24,000	2,300	3,000	9.6	12.5
25,000	2,350	3,100	9.4	12.4

U.S. BUSINESS

DOLLAR LOANS OR IMPORTS

by R. L. Hoadley

THE REPORT from Ottawa on the prospect of a joint Canada-U.S. new dollar loan to Great Britain (see Editorials) can hardly be considered more than a very early trial balloon. That was the reaction in U.S. banking circles. It is significant that the bankers were careful not to close the door to a joint credit—eventually, perhaps, they feel, but not now. New York bankers, for the most part, agree that there would be enough advantage in a fully convertible pound sterling to justify substantial financial aid from the U.S. and Canada.

However, further British financial aid from the U.S. would be up to Congress which has shown of late a disposition to contract rather than expand foreign aid. Treasury officials maintain there have been no discussions of such a loan. Nor has there been any discussion regarding the desirability of setting sterling free or the desirability of a drawing account for the British if they did free it.

It was noted here that the $2.5 billion mentioned as a possible joint loan to Britain does not vary greatly from the amount Britain has lost in gold and dollar balances from the recent peak point.

The progress towards solvency that Chancellor of the Exchequer Richard A. Butler was able to report in June implies that the return to a free pound is not an idle dream. But the dollar gap still must be cut to endurable size. Much will depend upon American willingness to accept the fair competition of British goods in this market. A great hue and cry was raised over the importation of British motorcycles. But the Tariff Commission fortunately refused to invoke the escape clause which would have raised the tariff.

Wall Street Rival

WALL STREET pricked up its ears recently when a membership on the Toronto Stock Exchange sold for $90,000. The new high price for the Toronto seat is more than double that of memberships in the New York Stock Exchange ($44,000 in the latest sale) and seven times the price of seats on the NY Curb Exchange.

The important difference is that a

Toronto seat can be used by the owner and four attorneys, while New York memberships are restricted to use by the owner. Also Toronto has no specialist system.

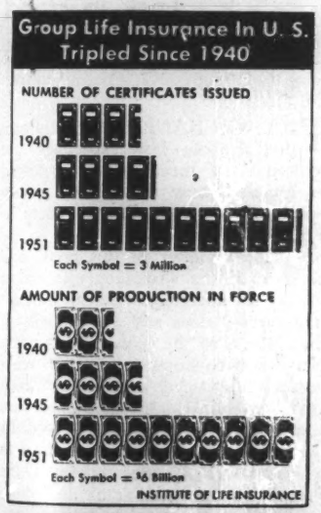
Trading on the Toronto Stock Exchange, as measured in shares traded, has been running much larger than New York markets although the average price of stocks on the Toronto Exchange is somewhat smaller than those on the NY Exchange. High turnover for the year to date on the Toronto Exchange came in April when sales totaled 85 million shares. This compared with 27 million shares on the NY Stock Exchange.

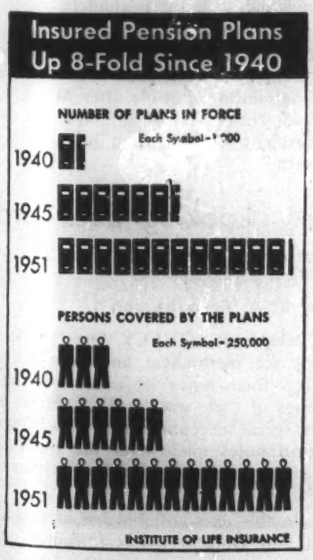
INSURANCE

U.S. Trend

LIFE INSURANCE ownership by U.S. families reached a record peak of $265 billion according to estimates of the Institute of Life Insurance. This would represent a net gain of $12 billion since the start of the year and $113 billion more life insurance protection than was owned at the end of World War II.

Purchases of new life insurance set a record in the first half of 1952, reaching $14.7 million for the first time in the first six months of any year. Trends in U.S. life insurance business are illustrated below:





THE MARKET: Hudson's Bay Company

FOR THE LONG PULL

by George Armstrong

FOR 282 YEARS the activities of the Hudson's Bay Company have been an integral part of the development of Canada. Originally engaged in the fur trade, it gradually branched out into retailing and wholesaling of many types of merchandise and thence to the operation of large department stores. The sale of land which has been a major source of income since 1870 is of minor importance now, but the oil and natural gas rights retained on much of its acreage have become important in the search for oil in Alberta. These have been responsible for the shares of Hudson's Bay Co. once again being brought to the forefront as an investment medium.

The Fur Trade Department now operates over 200 trading posts throughout Canada. The Retail Stores Dept. operates six large department stores in Vancouver, Victoria, Calgary, Edmonton, Saskatoon and Winnipeg. It also includes an Interior Stores Division, which operates a chain of 20 small stores.

Hudson's Bay's own branches and those of the Scales & Roberts group, a wholly-owned subsidiary, are the largest tobacco and confection jobbers in Canada. The Wholesale Department also processes and markets teas and coffees in Western Canada, imports and markets Scotch whisky and other liquors and Hudson's Bay "Point" blankets in Canada and the U.S.

Hudson's Bay retained the oil and natural gas rights in about 4.3 million acres of the 7 million originally owned. Of these 1.6 million are in Alberta and British Columbia, 2.3 million in Saskatchewan and 0.4 million in Manitoba. The acreage is checkerboarded, since the Hudson's Bay Company received about 1¾ sections in a large number of townships, and this increases its chances of sharing in any new discoveries.

The rights were leased to the Hudson's Bay Oil and Gas Company for an underlying royalty of 10 per cent which, in 1951, yielded £142,000. The operating company, Hudson's Bay Oil and Gas, is an association between the Hudson's Bay Co. and Continental Oil Co. of Delaware. Hudson's Bay Oil and Gas now holds under lease, reservation or option 9.7 million acres, including the Hudson's Bay Company's 4.3 million. During 1951 it completed the equivalent of 27.3 net wells and at the end of the year held the equivalent of 100 per cent interest in 62.1 producing wells from which net daily production amounted to 2.042 barrels.

Completion of the Interprovincial Pipe Line late in 1950 permitted a 50 per cent increase in production of crude oil by Hudson's Bay Oil and Gas during 1951. Increase in capacity of this line together with construction of the Trans Mountain line (in which HBOG has a stock interest) to the Pacific Coast should permit further increase in the current year. It will probably be several years, however, before any returns will accrue to shareholders of the Hudson's Bay Co. through profits from HBOG. Thus the main source of profits of the Hudson's Bay Co. will, for the immediate future, continue to be its activities other than oil production.

Since 1931, when control of day-to-day operations was switched from London to the Canadian Committee, many economies have been effected and efficiency has been greatly improved. Earnings showed consistent improvement, reaching record levels in the year ended January 31, 1951. Total sales in the year ended January 31, 1952, amounted to $183 million, an increase of $13 million over the previous year, but lower profit margins and higher taxes resulted in a sharp decline in net profit to $1,924,000 compared with $2,856,000 the year before. Earnings amounted to 77 cents per share compared with $1.15. Fixed assets, reported at $14 million, are thought to be worth at least twice this figure and working capital is very strong at $35 million.

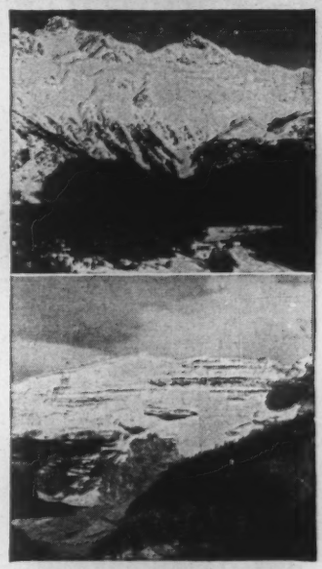
OVER THE LONGER TERM its well established retail business, profits from the fur trade, and potential returns from its extensive acreage in Western oil lands should enable Hudson's Bay Co. to show substantial increases in earnings. In the current year, however, somewhat lower earnings are in prospect as a result of higher costs and the decline in raw fur prices.

Dividends were paid from trading account in each of the years 1910-1913, 1916-1930. Payments were resumed in 1938 and in the last fiscal year 20 per cent was paid on the £1 par value ordinary stock, of which 5 per cent was from the land account (which dividend is free of tax) and 15 per cent from trading. Income tax is deducted at standard U.K. rates from the 15 per cent and the tax so deducted may be used as an offset to Canadian income tax. The dividend is payable in sterling and is convertible into Canadian funds at the Chartered Banks' buying rates for sterling. From 1947 to 1950, inclusive, the dividend rate was 13 per cent (5 per cent from land plus 8 per cent from trading) while in 1951 it was 17 per cent (5 plus 12 per cent). The 20 per cent dividend in 1951 was well covered by earnings of 26 per cent.

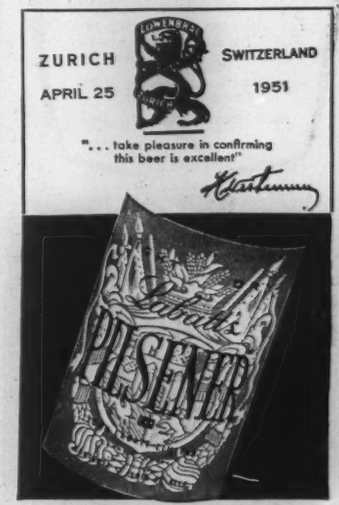
Purchase of shares by Canadians will be facilitated by establishment of a transfer office here in the near future. It is expected to be located at Winnipeg.

At the current price of 24 the shares are selling about 32 times earnings and yield slightly over 2 per cent. The stock is attractive for the long pull, particularly for those investors looking for long-term capital appreciation.

Which scene is in Canada?



SWITZERLAND is famous for alps, watches and beer! So historic Lowenbrau in Zurich was inevitably one of the seven breweries asked to report on Labatt's Pilsener Beer. Hans Westermeier forecast the verdict of thousands in Canada who now acclaim its light dry sparkle . . . mellow old world smoothness. Try Labatt's Pilsener. Note how fresh and clean it tastes! There's nothing in Canada quite like Labatt's* Pilsener. The top mountain is Swiss, below is Mount Vancouver.



The swing is definitely to

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SHOE STORES LIMITED

53rd Consecutive Dividend

A dividend of fifteen cents (15c) per share on all issued Common Shares of the Company has been declared payable September 2 next, to all shareholders of record as at the close of business July 31, 1952.

By Order of the Board,
K. R. GILLELAN,
Vice-Pres. & Sec.-Treas.

Brantford, Ontario, July 10, 1952.

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BOOK REVIEWS

ORWELLIZATION OF THE U.S.A.

THE DEVIL'S ADVOCATE—by Taylor Caldwell —*Ambassador—$4.00.*

by John L. Watson

"IN 1932 the misguided people elected a man to the Presidency whose twisted mind stands out against the black background of history like a conflagration . . . labor leaders became arrogant, hating, envious, and demanding . . . the Press had deceived the people with lies and cunning and falsehood . . . denounced any man of spirit and courage who had dared speak against the foul servants of Communism and Socialism.

"Communist Russia had been exhausted by the second World War . . . so American Presidents lent her billions of the American people's money, directly and indirectly, fed her, armed her, encouraged her, until she was strong enough to 'fight,' and thus create another World War. Many other 'noble' allies of America had done a fine and roaring business with Russia, especially those with Socialist governments.

"Then, when the hour had come, Russia struck, not at her friends who had armed her with the money of the American people, but at America, herself. And in that hour, the 'noble allies' had frantically declared themselves neutral, in spite of the United Nations . . ."

No, these are not excerpts from the campaign literature of the right wing of the Republican Party; they are extracts from a novel by a best-selling author—a novel which constitutes the bitterest attack on the principles of liberalism and social democracy since "God and Man at Yale".

Miss Taylor Caldwell has a theory —or perhaps *mania* would be a better word—about the decay of freedom in America. She believes that her country went to the dogs when it dismissed Mr. Hoover from the White House and denied the individual man his freedom to develop along his own lines—also, of course, his freedom to starve to death or to depend on the bounty of the bread-line, though she wisely declines to mention this in the course of her polemic.

Proceeding from the past into the not-too-distant future, the author pictures America as an authoritarian state ruled by a self-perpetuating autocracy, the Republican Party outlawed, freedom of speech, assembly, worship, etc. abrogated, the country in a state of perpetual war with her South American neighbors (*cf.* George Orwell). The last remaining hope of salvation lies with an underground organization known as "The Minute Men", a group whose methods and philosophy are barely distinguishable from those of the Hitler Youth but who, when they have achieved their object, docilely disband and go their private ways—which indicates the extent of Miss Caldwell's psychological savvy.

Now it is a great pity that Miss Caldwell should be so wrong-headed, for she does recognize some of the genuine menaces to freedom: the cult of centralism, the worship of the military mind, and the dependence on mass communication and mass reaction. What she does *not* realize, however, is that the real danger to liberty in America lies not in the policy of internationalism that was founded by Wilson and pursued, however misguidedly at times, by Roosevelt and Truman, but in the policy of narrow isolationism and arrogant intolerance advocated by that amorphous group which includes such illustrious names as Colonel Robert McCormick and Senator Joseph McCarthy.

—Thornton Oakley
PERCE ROCK FROM BIARD'S BEACH

Visitors' Reward

KALEIDOSCOPIC QUEBEC—by Amy Oakley, illustrated by Thornton Oakley—*Longmans, Green—$3.75. (Reprinted, 1952)*

by Hal Tracey

I ONCE HEARD a visitor (American, I hope) to the ancient and venerable Chateau Frontenac at Quebec remark to her companion who had stopped to take pictures of the rambling structure, "Come on, that's enough shots of that. After all, it's not the most *modern* building in the world."

In distinct contrast is this book by a U.S. visitor, Amy Oakley, who has come to know the Province better than most Canadians. Perhaps extensive travel in France itself gave her an eye for the lasting tradition that forms the very warp and woof of Quebec's charm for the observant visitor. Whatever the reason, between Amy Oakley's illuminating and often enchanting prose and Thornton Oakley's fine and soaring drawings, they have caught the spirit of the Province better than the great majority of their countrymen, who pass up quaintness and charm for hot and cold running water.

Montreal and Quebec, Murray Bay, the Lac St. Jean country, and above all the Gaspésie—the name Mrs. Oakley prefers for the Gaspé Peninsula—are illuminated from within, bathed in the light of their centuries-old past. She shows a firm grasp of Canadian history, telling of ancient battles and sieges. She compares French-Canadian cuisine with what she has known in Europe, and does not find it lacking. Canadian literature about Quebec has not escaped her notice—the Maria Chapdelaine country near Lac St. Jean calls forth an allusion to the book by Louis Hemon.

A genuine love of the country she is describing—she and her husband have revisited it from time to time—shines through in every page. If more U.S. visitors, and indeed more Canadians from other provinces, would take the trouble to study Quebec as thoroughly as have the Oakleys, the reward that would be gained in a more complete understanding would be immeasurable.

Task In Hand

WORKING WITH ROOSEVELT—by Samuel I. Rosenman—*Musson—$7.50.*

by Bernard Keble

THE MECHANICS of the Presidential job—how speeches get written, how meetings are arranged or avoided, how the official household works, when the President is Franklin Roosevelt—all this is the real subject-matter of this book, and in spite of the vast accumulation of F. D. R. documentation in the last five years it does add considerably to the fullness of the picture. It is not a piece of hero-worship, and the weaknesses in Roosevelt's character which gave trouble to his associates are admitted and exemplified, especially that unwillingness to cause distress to friends which so often prevented the President from being frank and sometimes led to grave misunderstandings.

An interesting addition to the available knowledge about Yalta is Judge Rosenman's statement that Stalin's disappointing attitude after March 1, 1945, "had a depressing effect on the President. I am sure it hastened his death."

Looking Backward

POLITICS IS FUNNY — by W. E. Elliott — *Burns & MacEachern—$2.50.*

by R. A. Farquharson

COMPARATIVELY few reporters are methodical and even fewer keep their notes let alone the clippings of their stories. W. E. Elliott is the great exception and from shorthand notes made over the years he has drawn the material for "Politics is Funny".

In this series of sketches of national and Ontario political leaders un-

usual anecdotes, long buried in newspaper files are brought to life.

"Funny" in the title is used in the sense of "strange" or "peculiar" and while there are humorous passages in the book it is not really intended to be funny in the ordinary meaning of the word.

Sketches of the kind are particularly interesting to the reader who knew the individuals recalled. The book is written for them rather than a newcomer to the Ontario political scene. "Politics is Funny" starts off with Billy Maclean, the publisher of the old Toronto *World*, a newspaper man who was interested in too many other things; an editorial genius who had no business sense.

The book rambles pleasantly along with its most interesting chapters dealing with Sir Adam Beck, E. C. Drury, Howard Ferguson and Mitch Hepburn.

Poisoned Bodkin

RESTLESS CONSORT—by E. E. P. Tisdall—*Ryerson—$4.00.*

by Robin Coutts

THE STORY of Albert, the penniless prince who survived the sneers and jeers of the press and high Tories to set the pattern for the modern royal family, makes fascinating reading particularly at a time when a descendant of Albert is the husband of another descendant, the present British Queen.

Respect for the throne was at a low ebb when Albert married his first cousin, Victoria. There had been open scandals in both their families. London welcomed the youth from Saxe Cobourg as the pauper prince; Florence Nightingale wrote that she had seen Prince Albert "in the clothes which no doubt he borrowed to get married in." Parliament cut his requested allowance by £20,000 and refused to grant him an English title. An angry queen in outbursts that horrified society said that no Tory, not even the Duke of Wellington, would be invited to the wedding. "It is my marriage—and I will only have those who sympathize with me." Finally three Tories were invited.

In the 25 years from his marriage to his early death, Prince Albert scored one success after another but never became a popular figure, always remained suspect as the "professor". He was continually attacked by *The Times* and once remarked, "soon there will not be enough room in the country for the monarchy and *The Times*."

Much has been written about the Prince Consort but the stiff figure in the Prince Albert coat, the title of Albert "the Good", left a dull impression on the reader. Mr. Tisdall in "Restless Consort" has provided the long missing human story of the man who more than anyone else set the pattern for the great Victorian age. Few men in history have accomplished so much and got so little credit.

Tisdall sums up the Prince Consort's difficulties in one sentence: "Undoubtedly it was Albert's inability to please and amuse frivolous women which was at the root of his trouble, for it was they who fanned the flames of dislike."

Troubled Days

I SAW NO SUN—by J. Delves-Broughton—*British Book Service—$3.25.*

by Rica Farquharson

IN HER latest story "I Saw No Sun," Miss Delves-Broughton gives us Scotland, especially Edinburgh, in the years following the Union with England and failure of the Stuart cause in 1715. She relies, too, on songs, stories and ballads heard in her childhood. Gaelic legends, such as Tir nan Og, the land of the Blessed and Forever Young, hangings, witches and people a trifle "fey" contribute their rich romanticism to this historical novel.

Three main characters carry the heaviest action: rough, powerful Dallas of Balmahoy; his mistress, Zilla, wife of the exiled Master of Heriot; and Richard, an Englishman, Catholic, Romantick, protégé, all united because of belief in the "Cause."

These and others who would not "collaborate" with London and so lived without sun in their sky are seen against a background of fierce loyalties, feuds, fears. Fair women and brave men operate dangerously in their Edinburgh setting with motley citizens from Bawbeejos or ha'penny sweethearts, longshore men, Free Traders and others who agree or disagree about toasts to the king "over the water."

"I Saw No Sun" will find an eager following among the large number of people who find satisfaction in history and research heavily laced with fiction.

There is a glossary; very necessary too, for those not familiar with Scots words for this book abounds in "braid Scots" and variations in keeping with local and social differences in the colorful characters.

Pride of Class

THE GENTLEWOMEN — by Laura Talbot — *Macmillan—$2.75.*

by Melwyn Breen

THE THEME of this pitiless but absorbing novel is snobbery. The snob is Miss Bolby, a "gentlewoman of good character", governess for the children of Lady Rushford. Miss Bolby, with her frightful gentility, her overconsciousness of a vague relationship to a knight-general of the army in India brings unhappiness to her other relationships and even prompts a not-too-plausible suicide of a colleague in the Rushford household.

The author's prose is spare and often extremely witty but she maintains a somewhat icy attitude towards her pathetic protagonist, giving us as a result a novel of manners rather than character. This is all very well but one cannot help feeling that Miss Bolby—whose pride of class without pride of function leads to so much middle-class tragedy—is an object of compassion rather than evil. Miss Bolby's crabbed pretensions coupled with her own unhappy realization that life has passed her by *is* an object of humor in her way. But there is an infinite sadness about her story which the author is at pains to minimize.

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Writers and Writing

"WRITERS and Artists Year Book 1952" (MacMillan). Trouble with this type handbook-directory—there are a number of inaccuracies by time it hits the public.

This year, we feel, Canadian section not detailed enough: neglects, or too late to make note of, changes in magazines, journals; editorial and requirements.

If British, American, other sections are also outdated beginning writers may waste postage before getting manuscripts to market.

Some knowledge may be attained by perusing chapters on serial rights, copyright, libel, Writer and Income Tax, National Insurance and Writer, etc.

■ Two books recommended by GILBERT SELDES, New York, who gave Television Script Writing Course, University of Toronto, are "Writing for Television", Greene (Harpers) "Television Program", Stasheff and Bretz (Wyn).

We eargely await his own new book on Television which will be out in September: glossary, too, explaining new terms in new medium lingo.

■ Apropos Video—Big, fat American Writer's Year Book 1952, listing 1500 markets for writers, has an article by ROBERT S. GREENE "TV's Tough But Terrific".

■ We've received, with Editor's compliments, most recent Canadian Poetry Magazine. A thousand thanks and a too-personal childhood recall:

At age eight we started our first small publication. We felt ourself quite capable of writing anything we felt the magazine needed, except poetry. Mercifully, we were aware of our limitations in that direction so all writing of poetry was assigned to our protesting, best friend, MARY FRANCES.

Mary Frances is now a middle-aged woman with a doctor-husband, son, daughter and lively interest in the Arts. Lately she sternly reminded us that we had been a very tough Editor. (She has never forgotten that poetry.) We feel that it made her a rugged individualist and much better patron of the Arts than she would have been without our training. Rhythm she learned then has taken her swiftly into ballet without stubbing a toe.

This leads up to the fact we have known always that Poetry is important. Canadian Poetry Magazine and Editor ARTHUR S. BOURINOT are doing a good deed in making our poets more widely known: giving the public poems which, using Mr. Bourinot's terms, "can be read without being, as it were, ambidextrous."

Canadian Poetry Magazine does not limit itself to Canadian Writers so "elsewhere" poets get to know Canadian verse and Canadian poets become acquainted with "elsewhere" work. Among Canadians represented in this Number are Pratt, Bruce, Everson, Duff and others. To Canadian Poetry Magazine, a salute!

■ From Samuel French this week come three booklets of plays: "Sunset For Hugo", Terence Bowen; a Novelette in One Act, "First Gleam" by Frederick Lidstone; a play in One Act, "The Bacon's Not For Frying" and two other sketches "Murder at the Family Tea-Party" and "Wilder Than Ever" by Catherine Prynne.

Little Theatre Groups looking for many characters, and in highly dated plays with simple settings, not too English mood will find these dramas satisfactory. They are chiefly concerned with the upper classes and their relationships with poor relations and servants. There are not very mysterious mysteries, spinster in love with her cousin, gay young gentlemen, foolish housemaids, puns and, in "First Gleam" locale Newgate Prison, London 1813.

■ At conference of Canadian Library Association held recently in Banff, CATHERINE ANTHONY CLARK, Royal Oak, BC, was presented with a bronze medal for "The Sun Horse," Mrs. Clark's second book for children: setting Kootenay Lake district where author lived for years. She is second Vancouver Island author to win "book of the year for children" prize given by Canadian Association of Children's Librarians.

■ A character in Macmillan's "The Merry Month of May", NELIA GARDNER WHITE's latest, says:

"I expect in good writing you create, you do 'loose the bands of Orion'. You are making a world."

This writer's stories seem to bring their own familiar atmosphere: a feeling these people, or their relatives, have been here before.

There are three short novels: one, giving book its title, "Bewitched Spinster", "Doctor's Wife"; main characters all frustrated, middle-aged women: a brooding, ingrown lot: Nan, married to a doctor who gives her gentle respect, even fidelity although his love belongs to another, "Bewitched Spinster", about unmarried librarian "do-gooder" who finds observing life isn't as satisfying as being a participant and "The Merry Month of May" about a wife's resentment as her moneyless painter-husband unloads life's day-by-day machinery upon her.

The last story is the most powerfully written, a masterly psychological building up to near-violence.

■ "Camping & Woodcraft" (Macmillans) by HORACE KEPHART, may not be listed on library's "best seller" lists but woodsmen all over the world keep buying it for its two books bound into one with its forty-six chapters is said to be the "greatest single volume of wilderness lore ever published."

—*Rica*

FILMS

SLOW FREIGHT AND SUPERCHIEF

by Mary Lowrey Ross

TRAIN TRAVEL is nearly always entertaining in the movies. Trains are both cinematic and photogenic and the screen can reproduce almost every element of train flight except the smell of burning oil and coach dust. Such films as "Night Train" and "The Lady Vanishes" owe a great deal of their impact to the incessant thud and rhythm of train movement and the directorial devices that adapt these elements to the drama. Even a very bad film gains something from locomotion — e.g. Gloria Swanson's "Three For Bedroom C" which had nothing but the illusion of movement to recommend it. The plot was foolish, the acting combined the worst aspects of amateurishness and professionalism, but the Super Chief, speeding along, provided a sort of secondary action and at least the hope of eventual destination.

"THE NARROW MARGIN" is the latest train-film, and a good one. I don't know what the title refers to, unless possibly to the budget—a mere $192,000, which from the Hollywood point of view comes in the lower-price-basement category. It took less than a fortnight to make and it has no celebrated faces to present. But a lively story and skilful camera work and cutting have turned it into a film that is far more absorbing to watch than most of the large-scale productions involving high budgetting, stellar casts and years of ardent research. It is in fact a "sleeper," one of those pictures with little to offer but the sharp and knowing talent for film-making which Hollywood often turns up in the most unexpected places.

The story presents the problem of a detective (Charles McGraw), assigned to escort a gangster's widow (Marie Windsor) from Chicago to Los Angeles where she is to act as key witness in a crime investigation. A criminal syndicate which is also vividly interested in the widow's revelations sends three of its operatives along on the trip and it is the detective's duty to feed, secrete and placate his charge, and deliver her in one piece before the grand jury. The train, with its narrow and complex interior makes an ideal setting for this game of hide-and-seek, with pursuers and quarry ducking into any roomette or compartment that comes handy.

The plot is ingenious and mechanical, the dialogue spare and lively and the acting quite as competent as it needs to be. The film concentrates as a good mystery film should, on pace, suspense and surprise. There is also enough surface logic to make events seem credible while they are happening. It is only later that you begin to wonder why the authorities didn't avoid all the trouble and risk by flying their stormy widow to Los Angeles.

"The Narrow Margin" is accompanied by a Walt Disney short entitled "Water Birds." Producer Disney, always at home in the animal kingdom, has turned out a charming film in this study of bird-life in and around the Gulf of Mexico. The photography, in color, is beautiful, and Disney has managed to present his water-fowl with almost as much comic ingenuity as though he had created them on a drawing board. Here he synchronizes slow-motion camera work with an apt and brilliantly timed musical score so that his storks, cranes and flamingoes appear to be engaged in a wonderful bird ballet that is both fascinating and ludicrous.

For those who enjoy swordplay "Scaramouche" presents Stewart Granger and Mel Ferrer engaged in rapier work, in a Parisian theatre, and bounding about from stage to balcony almost as actively, though not as entertainingly as the Marx Brothers in *their* night at the opera. Scaramouche (Stewart Granger) is out to avenge himself on a French Marquis (Mel Ferrer) for the death of a friend, and in the high-flown proceedings that follow he gets involved with both Eleanor Parker and Janet Leigh. Miss Leigh, a nice girl, winds up with Scaramouche and Miss Parker, a less deserving character, has to content herself with Napoleon Bonaparte. This is the type of highly ornate, heavily romantic costume drama which Hollywood is convinced the public loves. For all I know Hollywood may be right.

"THE OUTCASTS of Poker Flat" borrows its central situation from Bret Harte who wrote the original story, but owes most of its dramatics to Robert Sherwood, who wrote "The Petrified Forest." As in the Bret Harte story, we have a group of undesirables who are virtuously tossed out of a mining town and left to shift for themselves. As in "The Petrified Forest" we have the group cut off in a deserted outpost and dominated by a threatening badman (Cameron Mitchell) who broods over them with a loaded gun. The group here, imprisoned in a mountain shack during a blizzard, consists of a gambler (Dale Robertson), a queenly tart (Miriam Hopkins) and the badman's wife (Anne Baxter), along with a doddering pickpocket and the pregnant lady who can always be counted on to turn up in a crisis and furnish an extra crisis herself. The destinies of all the outcasts are finally straightened out with a routine briskness never dreamed of by Author Harte. The badman, who arrives in time to eat up all the outcasts' supplies gets straightened out permanently, as he deserves. There's enough violence to leave you feeling you had been beaten about the head, but with other compensations lacking this is a dull feeling.

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FOR WESTERN ONTARIO DRAMA LEAGUE

Western Ontario Drama League is seeking preliminary adjudicator for their territory covering Windsor to Niagara Penninsula. Productions to be adjudicated approximate 22 in number and will be irregularly spaced between Oct. 1, 1952 and Feb. 1, 1953. A good fee plus travelling expenses will be paid for each adjudication. It is desirable that applicants should have practical knowledge and experience in the theatre and be able to be helpful and constructive as well as critical in their judgment. Applicants must not be associated with any Western Ontario centre.

APPLY BEFORE AUGUST 15

To Secretary, Western Ontario Drama League, Grand Theatre Bldg., London, Ontario

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Preferred Dividend No. 30

NOTICE is hereby given that the regular quarterly Dividend for the quarter ending September 15, 1952 of One dollar and twelve and one-half cents ($1.12½) per share on the outstanding paid-up Four and one-half per cent (4½%) Cumulative Redeemable Preferred Shares of the Company has been declared payable September 15, 1952, to shareholders of record as at the close of business on August 15, 1952.

The transfer books will not be closed.

By order of the Board.

Frank Hay,
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Toronto, July 21, 1952.

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Frank Hay,
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Toronto, July 21, 1952.

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By order of the Board.

Frank Hay,
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Toronto, July 21, 1952.

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NOTICE IS HEREBY GIVEN that a quarterly dividend of two cents per share has been declared by the Directors of the Company, payable in Canadian funds, on August 15, 1952 to shareholders of record at close of business July 31, 1952.

By order of the Board.

W. W. McBRIEN,
Secretary-Treasurer.

July 17, 1952

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DIVIDEND NOTICE

NOTICE is hereby given that an interim dividend of One Dollar ($1.00) per share, Canadian funds, has been declared by the Directors of Noranda Mines, Limited, payable September 15th to Shareholders of record August 15th, 1952.

By Order of the Board.

C. H. WINDELER,
Secretary.

Toronto, Ontario.
July 15th, 2952.

Revolution in Sending News

CONTINUED FROM PAGE 13

Theoretically these impulses could be fed directly into an operating unit on a line-casting machine in each newspaper office served on the TTS circuit. In practice, however, a "re-perforator" is used to reproduce at each newspaper the original punched paper tape. This new tape is fed through one or more operating units at whatever time and in whatever order the newspaper's staff decides.

Before TTS, each of the smaller Ontario newspapers received its Canadian Press news by Model 15 teletype, which prints news stories in capital letters only. Copy was edited and sent to the composing room where perhaps two operators and two line-casting machines worked full time to set CP wire news.

Now each newspaper receives its teletype copy of the news report on a Model 20 teletype, which prints both capital and small letters and accordingly reduces the amount of editorial work to process news for the composing room. If it wishes, each paper makes simultaneously and automatically a perforated tape for use in TTS operating units.

One fast line-casting machine instead of two machines can set in type all the news CP delivers; and it takes not more than one-third of a mechanic's time to make sure the type-setting goes smoothly. Put 20 papers on a TTS circuit and the potential saving in their offices—not counting any saving on local news or advertising—is some 30 men and 20 machines. At the CP central office, manpower used is about the same as before. The cost of telegraph wires is unchanged. At a time when higher newsprint and other production costs are worrying publishers, even forcing newspapers out of business in the U.S. and other countries, the cost-cutting made possible by TTS is significant.

WHAT DOES IT DO to newspapers? Does it make each newspaper on a TTS circuit the carbon copy of the others? Does it markedly change the appearance of the newspaper delivered to your door? Does the content of the newspaper deteriorate?

The answer to those questions is an emphatic "No".

Headlines are not sent on a TTS circuit. Each newspaper gets far more stories than it can use. Each decides which are the important stories; which should have one-column headlines, which should be given heavier display. All type is sent one-column width on a TTS circuit. Each newspaper decides which stories it wants to emphasize and can reset the first few paragraphs of an important story in two-column width and in larger type.

Before TTS, the CP report was the basic news service for all but a handful of Canada's 100 newspapers. The same stories went to all; but newspapers were not stereotyped, because they presented news in their own fashion: With TTS, news presentation more than news content still is what makes one newspaper look different from another.

Few but experienced newspaper men, used to studying the fine points of typography, could tell what day a newspaper changed from manual type-setting to TTS.

Experience in Ontario is that TTS improves the content of some newspapers, damages the content of none. The Ontario conversion has been on smaller papers. Not all but many had less type-setting capacity than they needed to set news as fast as it was delivered to the copy desk. The columns not filled with live news were plugged with stuff that wasn't news—material that could be put into type at odd hours when the pressure of spot news was light.

TTS provides most newspapers with more usable type than they ever had before. CP delivers perforated tape to make 30-odd columns of type daily—twice as much Canadian and world news as is published in most metropolitan dailies.

In Ontario TTS has solved the peak-load type-setting problem for the provincial newspaper — and resulted in better newspapers. They include more live news and the editors have time to work on make-up, illustration and the other angles that make a newspaper readable.

Will TTS do as much for the dailies in the west and the Maritimes? Newspaper men across Canada are wondering, and watching; but they don't know.

It will take at least a year, and a thorough cross-country test, before even the experts and the analysts can say whether the newest marvel in news transmission is a boon or a bad influence.

Theatre News Roundabout

by Margaret Ness

TYRONE GUTHRIE has had his visit to Ontario's Stratford and pronounced himself enthusiastic about a Canadian Shakespearean Festival there. You may remember in a recent issue we mentioned that this great English director had been invited by Stratford to view its gardens and to tell them truly what he thought about the possibilities of a Summer Shakespeare.

But, even so, the Stratford Festival is still at least a year off. In Toronto, Will Shapespeare got under way to a good fourth season in Trinity College quadrangle, under heavy police guard. The reason: the presence of a First Folio of Shakespeare's plays (1623) on loan to the Earl Grey Players from the Folger Memorial Library in Washington, DC. This is the first time this priceless Folio has been loaned outside the U.S. and Provost Seely of Trinity opened the Festival by reading a passage from it.

Last year the opening ceremonies included the planting of a cutting from a mulberry tree in Shakespeare's garden at Stratford-on-Avon.

One of the featured players this year was Douglas Ney, best actor winner in last Spring's Central Ontario Regional Festival.

■ The Canadian Niagara Falls Summer Theatre (with U.S. producer Maude Franchot) recently played Tennessee Williams' "The Rose Tattoo"—which Montreal saw during the winter—with the original Broadway stars Maureen Stapleton and Eli Wallach. The set was one of those two-room-and-street affairs that demand the audience use its imagination. As produced in New York the set is reported to have cost some $25,000; the Niagara Falls crew, under "Technical Director" James Dean of Toronto, produced a really excellent and substantial set for around $250, including labor costs.

We had quite a talk with Blanche Yurka who played Mama in "I Remember Mama". And she made another New York comparison. She thought that Torontonian Bill Hutt, playing Father, was better than the Broadway Father. And she had high praise for the rest of the Canadian cast which includes Toby Robins and Walter Massey of the acting Massey tribe.

Tennessee Williams has been popular summer fare. Betty Leighton and Gerry Sarracini (with Bermuda Theatre last winter) were playing "A Streetcar Named Desire" in Peterborough the same week Niagara Falls was doing "The Rose Tattoo". Peterborough's producer, Michael Sadlier, thinks it is "the best thing we've ever done." And "The Glass Menagerie" is now playing on Muskoka's Straw Hat Players circuit.

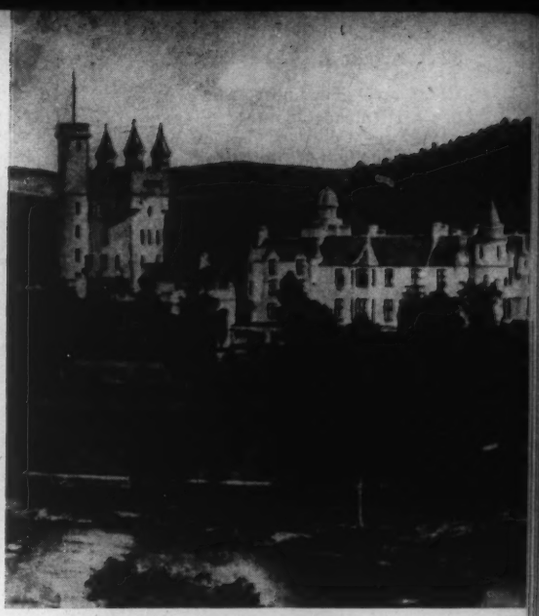
■ Chris Plummer of Montreal is a much-in-demand actor. A number of Canadian summer theatres wanted him, including Niagara Falls. Mrs. Franchot is getting him as a guest star, for in the meantime he had signed up to play the U.S. straw hat circuit with Edward Everett Horton. And not in "Springtime for Henry", Horton's perennial. This time it is a new Parisienne success, "Nina". Horton did the play in Bermuda last winter where Plummer was one of the Sadlier-Yorke permanent Canadian company.

■ Studio Theatre, University of Alberta, opened July 30 with a nineteenth century farce, "Italian Straw Hat" by Labiche and originally translated from the French by W. S. Gilbert. Orson Welles did a version of it called "Horse Eats Hat" and Réné Claire made a famous silent movie based on it. The Studio Theatre has followed tradition and made their own version.

Studio Theatre's Director, Professor Robert Orchard, has announced that in September A. J. H. Pullinger of Prince Albert is joining the University theatre as Production Manager. He has spent two years assisting in theatre work at McGill; has his MFA from Yale in Drama and a BA from McGill. One of the U of Alberta's own ex-students, Gordon Peacock, is teaching at the U of A Summer Session.

QUEEN ELIZABETH'S HIGHLAND CASTLE

by **Duncan Neish**



HER MAJESTY QUEEN ELIZABETH II

—Dorothy Wilding

IT STANDS in a beautiful glen, sheltered by majestic mountains. From it you can see the oak-covered heights of Craigendarroch, the impressive mass of dark Lochnagar, and peak after peak of the Cairngorms. The lovely River Dee flows near, hurrying towards the Silver City by the Sea forty-four miles distant.

"A pretty little castle in the old Scottish style," was how Queen Victoria delightedly described Balmoral when she saw it for the first time.

Balmoral had been in the hands of Sir Robert Gordon, brother of the Earl of Aberdeen, who had embellished it with towers and pinnacles. He had leased it from the Earl of Fife, but prior to that it had been in the possession of the Farquharsons. The Farquharson who owned it in 1745 was "out" with the warrior clans in the Jacobite Rebellion of 1745, when most of the Highlands rose against George I.

When the Prince Consort acquired the lease in 1848 he took over everything—even to the head-keeper, Grant, who had been with Sir Robert Gordon for nearly twenty years. Then, in 1852, the Prince purchased the entire estate outright—for £31,500.

Albert personally directed the laying-out of the grounds, and it was at his instigation that a new castle of Balmoral was erected—the one now famous all over the world. It is located about eighty yards west of the former house, and it is built of the clean, strong granite of the district.

THE PRINCE was a man of considerable energy, and he took a tremendous interest in his new purchase, devoting himself also to such amenities as bridge-building and road-improvement in the neighborhood. He was equally a man of decided views, and, though German by origin, developed a strong bias in favor of the traditions of the Highlands where Balmoral was concerned. Tartan and the motif of the thistle, Scotland's national emblem, figured prominently in the Castle's scheme of decoration—much too prominently for the tastes of some, who found it all a little overwhelming.

Albert and Queen Victoria were well satisfied with their Highland home and its surroundings. "It was so calm and so solitary, it did one good," the Queen felt, when she climbed one of the hills with her beloved Consort and looked about her.

Their pleasure in the purchase was not unanimously shared.

King Edward VII, for example, saw little in Balmoral Castle that was to be commended. His six-word summary of it was blunt, and sour with repugnance. "Highland barn with a thousand draughts," was his shuddering comment.

And he never felt comfortable when he was tricked out in the abbreviated costume of the country, for he disliked wearing the kilt. In this he was very different from his grandson, George

VI of revered memory, who wore it like a Highlander born.

Yet when the last German Kaiser once made a bid for Balmoral the offer was promptly turned down by Edward, who had by that time succeeded to the Throne. Edward didn't like Balmoral, but he liked the Kaiser less. In fact, though Kaiser Wilhelm was keen to obtain a home in Great Britain, none of the Royal Family cared to have him so close at hand.

There were others who shared Edward VII's opinion of Balmoral. But, unhappily for them, in Queen Victoria's day they were often commanded to attend there. The Prince Consort insisted on the presence of a Minister-in-attendance; on selected police officers from London; on a guard chosen from a Scottish regiment.

The observations of the "favored" London policemen are not on record; the remarks of Scottish soldiers on the subject of their barracks at Balmoral have been passed down from grandsire to grandson, but are unprintable.

Prime Ministers were seen there as well. Two of them loathed Balmoral—and they were of Scottish ancestry, too. One was Gladstone, who was wretched in a locality that had no Episcopalian church. The other was Campbell-Bannerman, who said: "Balmoral Castle is like a convent. We meet at meals, and, when we are finished, each is off to his 'cell'."

IN QUEEN VICTORIA'S day there was an insistence, too, on ritual, and there was a good deal of discipline and irksome convention into the bargain. Princes who were summoned there chafed under the Queen's dictum that the drawing room should be closed at 11 o'clock, and the smoking room at 12 o'clock.

Tactful guests, seeing Her Majesty riding or driving along the paths of the estate, would avoid intruding on her privacy and would slink like fugitive felons behind the cover of a bush until she had passed by. In the Castle itself, they would sit and shiver in unheated rooms, for the Queen didn't feel the cold herself.

"The rooms are very prettily furnished, the carpets of Royal Stuart tartan, chintz curtains and chair-covers of the Dress Stuart (or Victoria) tartan." Thus wrote Princess Mary, Duchess of Teck, mother of Queen Mary, when she visited the Castle in 1868. Perhaps her tongue was in her cheek while her finger was on the pen.

But much was changed after the death of Victoria. Nearly all the heavy furniture disappeared and was replaced, and with it went the excessive plaid coverings. The enthusiasm of Prince Albert and Queen Victoria for thistles and tartans was no longer so much in evidence. More important, a system of ventilation and central heating was introduced. Campbell-Bannerman, returning, found it "all pleasant and smiling."

Now it is the most comfortable and most homely of Royal homes.

KING GEORGE V did much to improve it, and he simplified life there, dispensing with the ritual that had been the order of the day in his grandmother's time. As he said: "I like my dinners and my sermons short."

Queen Mary built a rock garden there, much admired by visitors who have been privileged to see the grounds.

Nevertheless Queen Victoria and Prince Albert began an association of affection with Balmoral and the kindly Highland folks of the neighborhood which has become a deep tradition, and which has been kept up by their successors.

The people of those parts respect the privacy that the Royal Family so much enjoys at Balmoral. They were specially angry when the district was overrun by mobs of tourists drawn by the 21st birthday of Princess Margaret, who celebrated her coming-of-age there.

Balmoral Castle, like the great house of Sandringham in Norfolk, England, belongs to the Sovereign personally. It is not a possession of the Crown in the accepted sense of the word, as are Buckingham Palace and Windsor Castle.

With the adjacent deer forests, the estate covers over 25,000 acres, and holds some of the best sport in the Highlands. Incidentally, many deer "forests"—they are not necessarily wooded—have their own particular tartans for stalking. As any hunter will tell you—and any modern soldier, for that matter—clothes worn should match the nature of the ground. The Windsor tartan, used for stalking at Balmoral, tones with the forest of Ballochbuie, towards which the big windows of the Castle's frontage look.

There is a golf course on the estate, and tournaments are held there. Anyone associated with the Court in any way is eligible to compete, and democracy is the keynote. One year the tournament was won by a chauffeur, the next year by a peer of the Realm. King George VI often competed with his daughters in putting contests.

Nearly six centuries ago Robert II of Scotland signed charters in that vicinity—at the now-ruined castle of Kindrochit—and hunted in the forests of Deeside. Recently, Elizabeth II, who includes him among her ancestry, renewed happy association with Balmoral as Sovereign of far wider domains than were ever dreamed of by King Robert.

The Royal train pulled in at Ballater, nearest station to Balmoral but nine miles from it, for Queen Victoria would not permit the railway line to approach closer. From "Coach 799" stepped Her Majesty the Queen and HRH the Duke of Edinburgh, to be greeted by Mr. Charles Milne, the stationmaster.

ALSO FROM the Royal train two children alighted. Prince Charles, as befits a young man who reaches the mature age of 4 this year, displayed a very proper gravity as he exchanged a handshake with Mr. Milne. He is beginning to take heed of how one should behave; and it is noticeable that he models himself on his handsome father. At the same time, he was evidently rather concerned about his "battle-wagon"—an important contraption in red metal with pneumatic tires and a long handle in front of it, which had travelled in the guard's van with the rest of the Royal luggage.

Princess Anne had been carried from the train by Nurse Lightbody, but was set down so that she might likewise greet the stationmaster. Quaintly she put out her little hand to Mr. Milne and wished him "Good morning." Then she pointed to her smiling parents.

"That's my Daddy, and that's my Mamma," she confided to Mr. Milne.

Which was in keeping with the spirit that prevails when the Royal family is up there on Deeside, 44 miles from the Silver City of Aberdeen; at proud but homely Balmoral where ceremony is at a discount, where cares of State are forgotten so far as they ever can be—and where the accent is on Family.

BEAUTY

SUN, WIND, WATER, alter skin tones, make colors newly becoming. Seen on Fisherman's Wharf, Port au Prince, Haiti, ice blue one-piece playsuit with separate skirt. By Frances Sider.

SUMMER COLOR SCHEME

by Isabel Morgan

DOES sunlight become you? Sun and summer living work subtle transformations which should be taken into account at this time of summer. If you are still dipping into face powder that was bought last spring, a close look may tell that it is now too light for a complexion that is several shades darker than it was then. And of course, darker powder should be worn over a powder base that is darker in tone, too. Lipstick and rouge, also, ought to repeat the golden tones.

Late starters who haven't had time to get a tan, or the unfortunate individual who loves the sun but has to hide under the beach umbrella because of sensitive skin, can catch up with those whose tan comes naturally. For the likes of them there are preparations that give a sun-kissed look to the skin in a time no longer than it takes to apply them. Useful, too, when used to "fill in" uneven tans or white marks left by bathing suit straps or shoes.

By now, almost everyone is aware that suntanning is better when flavored with a modicum of common sense and caution. Preparations are available that make it possible to obtain almost any effect or result wanted. For example, one cream is designed to protect the skin from burning, and is for those who prefer a delicate tan. A jelly, oily in character, filters out the burning rays and gives a high glossy tan. An oil that comes in two tints, is a lubricant and encourages a glowing tan.

—Capital Press

SINCE SHE WAS EIGHTEEN, Mrs. Percival has been in charge of one of Canada's most unique businesses.

FROM GUINEA PIGS TO WHALES

IF IT'S TAGS—SHE'S IT!

by Hazel Tomkins Porter

MRS. ISABEL PERCIVAL is a striking example of woman's success in the business world. She is president, general manager, and sole owner of the Ketchum Manufacturing Company, Ltd., of Ottawa, with branches in the United States and England. And for a woman, her business is unique. The Ketchum Manufacturing Company has supplied, at one time or another, identification markers for practically every kind of domestic animal, and for game and wild life. Since the concern's founding forty years ago, at the Westboro home of Z. C. Ketchum, it has become the identification headquarters of two continents.

The company first produced identification tags, bands, badges, brands and tattoos, for cattle, horses, sheep, hogs, foxes, mink, dogs, turkeys, chickens and other fowl. But with its fame spreading, it has been called upon to design and make identifications for dressed meat and poultry, and for animal life ranging from small birds and pigeons to geese and larger winged creatures; from rabbits, chinchillas and guinea pigs to reindeer and buffaloes; and from small fish to whales.

A novel feature of the business is that it covers every phase of producing its identifications—from their original designing, patenting, building the required special production machinery, manufacturing, and finally selling direct to the users.

Ketchum tags and markers are not made simply for identification purposes or to meet the numbering and grading needs of producers of cattle, poultry or fur-bearing animals. Complying with all government regulations, they are also used by Canada's Department of Agriculture and Veterinarian Colleges, in the control of communicable poultry and livestock diseases, the improvement of breeding stock, and the inspection and grading of dressed meat and poultry. By them the housewife can know that the meat she buys is of top quality. Branding and tattooing equipment includes cold branding irons for cattle, which eat a permanent letter or number identification into the hide by using special chemicals, instead of heat.

But identification tags, badges and markers are not all of the Ketchum products. About 200 kinds of equipment and health, sanitary, and maintenance specialties are also provided farmers and livestock or poultry raisers. The familiar Ketchum catalogues go out to some 50,000 customers.

Just how Mrs. Isabel Percival arrived at her present status in the business presents an interesting story.

Her father, Zebulon C. Ketchum, was a professional lacrosse player in his early life, travelling extensively over the United States and Canada. His playing took him to Ottawa, and he liked the city so well that he married the mayor's daughter Anna Matilda, and decided to settle there.

HE ACQUIRED a bicycle and sporting-goods shop, where he spent his spare time "tinkering." His hobby was inventing things. But when he developed an idea to the point of production, he would lose interest and never follow through with a patent. So others grew wealthy on his originations.

He later bought a small tool and die business because its equipment offered greater opportunities for just "tinkering".

As a little child, Isabel was fascinated by her father's shop and spent much time there, watching him build ideas into finished products. She recalls, with a laugh, how he would often stop while shaving or in the midst of a meal, suddenly exclaim "That ought to work!" and dash for his shop to develop his new idea.

His business was known as the "Ketchum Manufacturing Company." Somehow he had struck upon the idea of making tags, bands and markers for identifying livestock and poultry. But when Canada entered World War I in 1914, his shop proved its real value. He turned his inventive genius to supplying Canada's newly mechanized army with all kinds of essential and strange looking tools never before made—incidentally increasing his income and easing the family budget.

After the war he returned to his idea of livestock and poultry markers, but he had grown wise enough from past experience to apply for patents.

Then came depression days. Mr. Ketchum saw many women of wealth and culture lose their fortunes and, without training to make a living, become dependent upon others. So deciding that daughter Isabel, now attending elementary school, should receive a practical, business education, he had her spend afternoons and Saturdays in his shop, "learning *to do* things." And she finally left high school at his request to devote her entire time to the business. In later years she took special study courses and received her high school diploma.

She was only sixteen when her father's health failed and she found herself practically managing the business. She knew every mechanical operation and the methods of production, but had little knowledge of business management. Yet in this her father could advise her, even though ill.

But one day he instructed her to order 3,000 pounds of steel. Isabel made the mistake of ordering 30,000 pounds. And to pay for it, her father had to sell several pieces of property he owned. The costly mistake was all the lesson Isabel needed. Then and there she determinedly set to mastering the problems of business management and financing. And it was well that she did, for at 18 she was left in complete charge of the business.

Faced with this responsibility, she was forced to rely upon her dare-to-do nature as much as on her knowledge. Now she discovered her own inventive talent and by the time her father died some five years later, she had created and patented many new identification markers and other gadgets, while the business had greatly expanded.

CONTINUED ON PAGE 36

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A Message To Parents

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A BOY OR A GIRL?

SEX OF THE UNBORN CHILD

by Helen Claire Howes

THE PROBLEM that has fooled fortune-tellers, embarrassed grandmothers, disappointed parents, and defied scientists throughout the ages appears to be near a solution—solved in fact if you allow a slight margin for error. It should not be long before a simple test will reveal, accurately in every case, the sex of an unborn child.

This new test for the baby's sex has been tried on several hundred cases, with very few errors. Like many other discoveries, this one was made quite accidentally while the scientists were working on another, but similar, problem. The most unlikely substance is used for the *sex* test—saliva!

A year or so ago, Dr. G. C. Richardson of Chicago perfected a *pregnancy* test that reveals, earlier than any other test, whether the woman is pregnant or not. It has been known to give a positive reaction two weeks after conception. The technique for this test is so simple that it requires only a specimen of urine, two test tubes, and four chemicals; it can be performed in the office by the doctor, his nurse or technician. No animals are used; it takes only twenty or thirty minutes to get the answer, and costs almost nothing. If the woman is pregnant, the mixture in the test tube turns brown.

Now, the substance in the urine that is identified in this test for *pregnancy* is "free estrone", one of the female sex hormones. It is present in the urine of pregnant women in considerable quantity. While every normal, non-pregnant woman secretes small amounts of free estrone, the chemicals used in the test do not react to such small amounts of the hormone, and therefore give a negative reaction if the woman is not pregnant.

After this pregnancy test was considered quite accurate, Dr. Richardson tried it on 1640 individual women who were known to be pregnant. Tests were performed on these women every few months, just to find out if the test could be relied upon. It proved to be 99.1 per cent accurate. Of 2560 tests performed on pregnant women, 2537 gave positive reactions.

There were also 500 women tested who were known to be *not* pregnant. In every one of these the reaction to the test was negative.

Then this doctor and another Chicago physician, Gustave W. Rapp, became interested in learning whether the other body fluids of pregnant women (blood, tears, and saliva) contained increased amounts of this free estrone too. So they tested the saliva of pregnant women in the same way they had tested the urine.

All of the women in this series were several months pregnant, and all their urine tests had been positive. But (and here was a surprising thing), only *some* of the women reacted positively to the saliva test! In others, the saliva test gave a negative reaction although the urine test had reacted as positive to show that they were pregnant. What did it mean? To find the answer the doctors had to wait until the babies were born.

In almost every case, the mother who had a *positive* saliva reaction gave birth to a *boy!* And most of the women who had a *negative* reaction gave birth to a *girl!*

The precise nature of the hormone in the saliva which is responsible for producing the positive reaction when the baby is a boy is not known definitely. It is believed, however, that the male sex hormone, androgen, may be present in increased amounts in the mother's body fluids when she is carrying a male child. When a man's saliva is given the same test it reacts in the same way as the saliva of a woman carrying a boy baby—positively. Also, if a non-pregnant woman is given an injection of male sex hormone, a test of her saliva will give a positive reaction shortly after.

So, although the test isn't one hundred per cent perfect yet, the time is drawing closer when the mother will know in plenty of time whether to knit pink bootees or blue, and father won't make the mistake of buying boxing-gloves instead of a doll.

You still can't get what you want, except by accident, and no amount of time spent gazing at the painting of The Blue Boy will turn your baby into a boy if it began life as a girl. (The sex of every child is fixed on the instant of conception, and the father, not the mother, determines whether the child will be a girl or a boy.)

However, since these doctors can foretell the sex of an unborn child with an accuracy of 99.1 per cent, it may be only a little while before the means of performing this simple test is available in your own doctor's office. And it may be only a few years before you can order a baby of the desired sex, produced to specification!

■ Holidays aren't holidays for Barbara Pentland of Winnipeg and Vancouver. Composer Pentland who is on the faculty of the Music Department of the University of British Columbia, is spending her summer at work. She's completing a chamber opera about an incident in the life of the first white woman in the Okanagan Valley. It is written for four voices and a small orchestra and is a commissioned work. Dorothy Livesay has written the libretto. Miss Pentland has over 40 compositions, mostly instrumental.

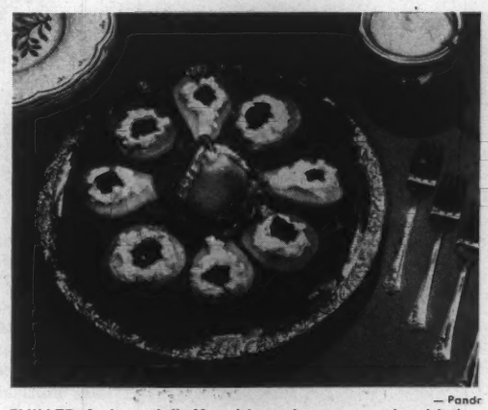
■ Two years of study abroad are in view for Lyse Vezina, 'cellist of Three Rivers, Que. She is the winner of a *bourse* from the Quebec Government. In 1950 she won the Archambault prize. Recently she made a recital tour for the *Jeunesse Musicales*.

CONCERNING FOOD

TO CELEBRATE THE SALAD

by Marjorie Thompson Flint

CRISP GREENS and herbs in ancient days were an important part of the *materia medica*. No doubt salad-making started when some love-sick maiden grew to like her diet of greens so well that after becoming chatelaine in the neighboring castle, she served them for enjoyment rather than medicine. Perhaps we too could temper the pangs of whatever ails us — love, melancholy or vain fantasies — with the judicious use of certain plants grown in cool shady places.



— Pandc

CHILLED fruit and fluffy whipped cream make this hot weather salad plate. Easy to prepare. See below.

Salad Week in Canada is planned for August 1-9, a fine time of the year with quantities of fresh vegetables and fruit available and plenty of hot weather to make us appreciate a dish of cool crisp salads.

So much has been written on the subjects of salads and salad-making that one begins to feel an extra-curricular course is essential. However, we are in agreement with the author of a cook book *circa* 1880 who states, "The variety of salads depends solely upon the taste and ingenuity of the housekeeper for the possibilities are illimitable." So you see it's up to you to develop your own trend in salad-making and once you receive family acceptance of your offerings create variations on the same theme.

Here are some salad recipes and suggestions:

Cucumber Ring:
This is delicious served with crab, lobster or salmon, and of course it can be moulded in individual, ring or flat pan moulds. Serve with mayonnaise or any preferred cold sauce.

- 1½ envelopes gelatin
- ½ cup sugar
- ¼ cup lemon juice
- ½ cup vinegar
- 2 cups boiling water
- ½ teaspoon salt

Soak gelatin in cold water. Combine remaining ingredients and bring to a boil. Add softened gelatin and dissolve thoroughly. Cool mixture and let stand until it begins to thicken. Put through food chopper the following—

- 1 large cucumber, peeled
- 1 green pepper, seeded
- 3 stalks celery
- 3 cabbage leaves

Add to gelatin mixture when it mounds when dropped from a spoon. Place in an oiled one quart mould and chill until firm. Serves six.

Beets en Marinade:
This is similar to the French *hors d'oeuvres* salad. Place three cups of drained cooked or canned beets, sliced, in a flat serving dish. Sprinkle with ¼ cup minced green onion. Chill. Before serving pour over the following dressing: Beat ¼ cup tarragon vinegar with ½ cup olive or salad oil, black pepper, salt, celery and onion salt to taste.

Peach and Pear Salad Platter:
This salad platter (illustrated) can accompany cold sliced ham, tongue or chicken or served alone. Arrange stuffed pears on crisp lettuce on chop plate or platter and surround with peach and pear halves, the centres filled with currant jelly and a ruffle of whipped cream. Serve with fruit dressing.

Stuffed Pears:

- 1-4 ounce package cream cheese
- 1 tbsp. heavy cream
- 2 tbsps. sugar
- 1 tsp. grated orange rind
- Pear halves

Combine first four ingredients well. Drain desired number of pear halves and put two together with a large ball of the cheese mixture to make a whole pear. Tint outside of pear with red food coloring if desired. Short strips of green pepper form stem for the pears. Chill.

Whipped Cream Dressing:

- ½ cup mayonnaise
- 2 tbsps. currant jelly
- 2 tsps. lemon juice
- ½ cup whipping cream
- 1 tsp. sugar

Combine mayonnaise and jelly. Beat until well blended. Add lemon juice and mix. Chill. Just before serving beat cream until stiff and add sugar. Fold whipped cream into mayonnaise mixture. Yield: one cup.

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Cottage Salad:
Toss together chilled cooked macaroni, diced fresh tomato, diced cucumber, cubes of yellow cheddar cheese in a mayonnaise dressing. Season to taste with onion and celery salt and a little curry powder if desired. Garnish with slices of hard cooked egg and strips of salami. If you're doubtful about macaroni in a salad try it once.

Salade aux Tomates:
This is very simple. Combine 1 cup small cubes Swiss cheese, one cup small cubes fresh tomatoes, one finely-chopped small onion, ½ cup mayonnaise and seasonings to taste. Nest on crisp lettuce leaves and serve four people. Nice with "cold cuts".

BRAIN-TEASER

ALL CHANGE HERE

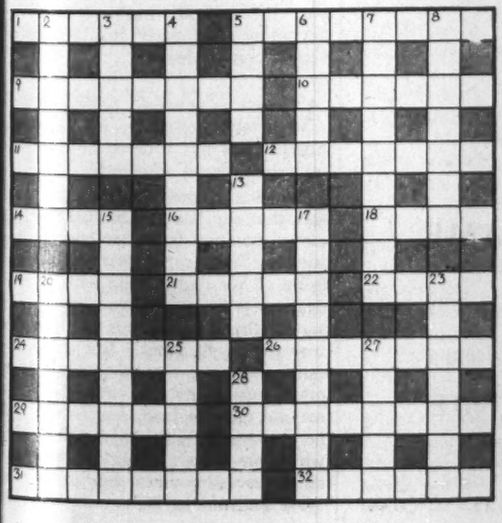
by Louis and Dorothy Crerar

ACROSS

1. 4, 5 across. Like some dollars? Initially, that shows Englishmen pocket them. (6, 9, 3, 5)
1, 9. To be swindled out of these might suggest "The Golden Fleece". (6, 8)
10. See 23.
11. No slits cutting these out. (7)
12. Responsible for "Times" or tides? (7)
14. Decidedly not return fare for prohibitionists! (4)
16. Poetically said to have 998 more eyes than is usual. (5)
18. "Ye dole" is not a recent expression. (4)
19. Boy 12 should know how to handle. (4)
21. Soothing valse. (5)
22. Some heels' sole savings bank? (4)
24. The Greek philosopher took on the lieutenant's men. (7)
26. Have they hearts of oak? (7)
29. Empty inside as can be (6)
30. Two turn between exit and entrance. (3, 2, 3)
31. Got off lightly? (8)
32. Bang on the head. (6)

DOWN

2. Do stout postmen have to carry it on their middle? (7)
3. Decoys from the ranks. (5)
4. See 1.
5. Sailed with The Golden Fleece. (4)
6. Though 4, 5 are, they're never out of fashion. (5)
7. These often result in a slightly different selection than expected. (9)
8. Are 12, when they are chosen? (7)
13. Shake a leg! I must look lively! (5)
15. W9 might throw you. (9)
17. 20. Money! If you get a love for it, to hell with change! (3, 4, 2, 3, 4)
23, 10. Such talking from Mrs. Sprat! (7, 3, 3)
25. Actors' attack? (5)
27. Strange that I'd get hot in a loin-cloth. (5)
28. Lots, besides Poe, get this kind of bug. (4)



Solution to Last Week's Puzzle

ACROSS

1, 28, 10, 13. The way to a man's heart is through his stomach
6. Waste 9. Extra
10. See 1 across
11. Rhapsodies
12 See 14
14 and 12. In top form
15. Pasties
17. Relents
18. Somme 21. Ibis
22. Shopsoiled
25. Preceding
26. Agree
27 and 1 down. Hot on the trail
28. See 1 across

DOWN

1. See 27 2. Extract
3. Adam's-apple
4. Tried 5. Actresses
6. Warm 7. Stupors
8. Exhume
13. See 1 across
15. Pantheism
16. Dead beat
17. Ralment
19. Malaria
20. Mizpah
23. Pagan
24. Wean (220)

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IF IT'S TAGS

CONTINUED FROM PAGE 33

Under her guidance it has continued to grow, with Ketchum identification devices and other farming, livestock and poultry specialties known over two continents. The Ottawa headquarters plant is staffed by 41 workers. None of those in major positions have ever worked elsewhere, each joining the company when completing school.

The corporation is composed of Mrs. Percival, president; Miss Lorna Dunn, secretary and treasurer; D. P. Hogg, sales manager, and Lyle Davidson, plant superintendent. They comprise its Board of Directors.

Looking at Isabel Percival, one wonders not a little at her being the head of so successful a business. She is a tiny person and very feminine. Her musical talent is exceptional and she is an ardent reader, especially in the field of philosophy.

THE PERCIVAL home is situated on a 125-acre farm twelve miles outside Ottawa, where Mr. Percival conducts his farming activities. They also have an apartment in the city. Mr. Percival is not connected with the Ketchum Manufacturing Company, but is proud of his wife's ability and successful business career.

Mrs. Percival's own "farm" hugs their country home and consists of a large flower garden, bird sanctuary, flower-edged pond, and a rock garden, for its beauty.

Her special pet is "Yum-Yum"—an orange-beige Siamese cat with blue eyes and a very independent disposition.

And Isabel loves to cook. The country home has a large, old-fashioned kitchen with an old-time, wood-burning cook stove, on which she happily maintains that inviting *pot-au-feu* of always something appetizing. Then when guests drop in, as they frequently do, to see "what's cooking," they help themselves. For at Isabel's, the kitchen is the scene of the party—not the parlor.

She is past president of the Zonta Club and a member of its International Committee. She has been to Europe on several occasions. Last year she and her husband drove to Wyoming, and early this year they visited New Orleans.

A MOST SURPRISING hobby is completely designing and building houses. She has four to her credit—all sold to good advantage.

Isabel attributes her success to the fact that she has always had the finest cooperation from her business associates, and to the business philosophy of her dad: "Bend backward in dealing with customers—they're always right. Be courteous and straightforward at all times." But she modestly overlooks mentioning her keen managing ability, the inventive genius she inherits from her father, and her pioneering spirit and will to do, which has been a quality of her Ketchum ancestors since their settling in New England in 1635.

LIGHTER SIDE

"MADAME, YOUR RIDGE ROLL..."

by Mary Lowrey Ross

IT SEEMS that they are now organizing "Do It Yourself" clubs for the benefit of housewives who have never learned to change a washer or a fuse. This is the first note of progress I have been able to detect in a civilization which in every other respect appears to be going to hell in a hack.

As a rule, housewives are technical illiterates in a world bristling with technical problems and equipment. Few of us can even read a gas meter. In case of flood we don't know where to turn off the water. We are terrified of fuse-boxes and helpless before a short-circuited wringer. To make things worse we are usually by ourselves when a crisis occurs, our nearest male support having disappeared for the day. Then when the experts arrive to mend the roof or avert the flood we have nothing to fall back on except our own negligible knowledge and faulty judgment.

We are particularly helpless before the roof experts, who usually arrive in waves in early spring to announce that while working on a neighboring roof they happened to notice that our north-east ridge-roll was missing.

The housewife hasn't missed her ridge-roll. Usually she does not know what a ridge-roll is. She asks what a new one will cost and the expert invariably says thirty dollars. So she tells him to go ahead and her helper disappears, to reappear in 15 minutes, claiming thirty-five dollars, labor and soldering not having been included in the original estimate.

The general rule here is: Don't panic when a visiting expert says he notices your ridge-roll is gone. Just tell him you know it's gone, you took it off yourself, on a special diet.

In my experience, the visiting experts fall into two categories.

Type A takes a look about and announces that this is a very old house in a bad state of repair. It really ought to be closed by the Department of Health and Sanitation but he is willing to do what he can. The job will cost a lot of money.

TYPE B points out that this is a fine old home and they don't build houses like it nowadays. It will be hard to find the material but he will do what he can. The job will cost a lot of money.

Mr. Cuthbertson the plumber was a Type A man. He arrived to fix a pipe in a remote corner of the trunk-room lit by nothing but an ancient gas-jet. He had a great deal to say about the size, layout and general decay of the house, and he paused long enough on the upper landing to criticize the wall I had been painting — he didn't care for my brush-work. It took less than five minutes to establish the cold war of the sexes between me and Mr. Cuthbertson and I should have enjoyed firing him on grounds of purely feminine resentment. Only how can you fire a being who understands all about intake and outlet and the exact position and function of the overflow tank?

Fortunately Mr. Cuthbertson went off leaving the gas burning against the woodwork and set the house on fire. This made it possible to fire him immediately without loss of face.

MR. SCHWEPPE, the carpenter, was a Type B personality. He arrived in his own truck on which he had lettered his name and, in part, his occupation. He had been too tired or too busy to finish it and I should have been warned by a sign which said simply and ominously "Carpe." I was not, however. I told him to go ahead and repair the side verandah.

He admired the verandah extravagantly. They didn't build that kind now, he pointed out, and it was hard to find the fine old seasoned timbers they used in the old days. Failing to discover the old seasoned timber he tore the verandah down and began rebuilding it with orange crating. Even this went slowly. Most of the time when he should have been working on the verandah he was actually sleeping underneath it, with an empty rye bottle beside him.

I didn't discover this for some time, however. And while I longed to fire Mr. Schweppe I couldn't reach through his superb male assurance to tell him so. Nothing could shake his confidence in himself as a gifted carpenter or his resistance to any contrary, or feminine, opinion. The end came when we discovered, on a hot summer night, that our last case of beer had disappeared under the verandah along with our master-builder.

Mr. Schweppe was replaced by Mr. Cobb, a middle-aged man who looked strikingly like President Truman. Mr. Cobb had nothing whatever to say about the house, the verandah, or the work of his predecessor. He simply went to work measuring and levelling, and within a few days he had cleared away Mr. Schweppe's lamentable effort and rebuilt the whole structure. His final bill corresponded exactly with his original estimate.

I have since discovered that he can plaster walls, lay cement, remodel furniture and repair sewing-machines. He respects feminine opinion and is willing to concede to it. He is inventive, courteous, reticent and apparently tireless. Compared to his predecessors he is a blend of Paul Bunyan, Lord Chesterfield and Leonardo da Vinci. However I am not giving away his telephone number. I am keeping Mr. Cobb to myself. The other housewives can join the "Do It Yourself" club.

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Making the Seaway Pay

CONTINUED FROM PAGE 11

the U.S. Department of Commerce expected a heavy traffic in oil tankers. In current Canadian estimates allowance is made for only half the traffic in oil which passed through the present small canals last year.

This warning about the fallibility of human prophecy may well precede an account of current calculations.

Estimates of Seaway traffic are dominated by three bulk commodities: iron-ore, grain and coal, in that order. Out of an estimated annual traffic of at least 45 million tons of cargo, up and down, 20 million is the up-bound ore traffic.

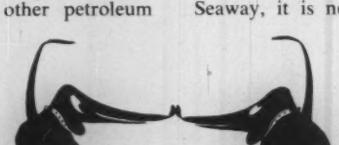
Twenty million tons is the estimate from the private interests behind the Labrador development of the amount of ore they could move if they had the Seaway. Until the Seaway is opened they expect to move only half as much. This ore is in itself enough to change the whole balance of canal traffic from what it is now. Now, with the 14-foot canals, the full ships come down and the empty ships go up. With the Seaway, whatever empty ships there are will be coming down; the full ships will go up with ore.

Last year nearly 6,000 Canadian steam vessels and 1,400 U.S. steam vessels used the Welland canal. They carried down river nearly three million tons of wheat, out of a total of 13 million tons of downbound cargo. On the way up they carried less than three million tons of all cargoes.

On the St. Lawrence canals last year Canadian steam vessels made 8,500 passages in the two directions and U.S. steam vessels 97. They carried nearly two million tons of wheat downbound, out of nearly six million tons of cargo in that direction. Upbound total cargoes were only four million tons.

The other big item in the present traffic is coal. Last year nearly 5 million tons of it came down the Welland canal, and 2 million tons came down the St. Lawrence canals.

A million tons of gasoline and another million of other petroleum products came up the St. Lawrence canals last year from Montreal. But in the Welland canal oil tankers were passing each other, each laden with oil fuel going in the opposite direction. Nearly a million tons of gasoline and other oils went up the Welland, and one and three-quarter million tons came down.



The imbalance between the downbound and upbound movements on the present canals will start to be corrected, even with the 14-foot waterway, when Labrador ore starts coming out. But it's believed that the St. Lawrence canals cannot possibly handle with the available small ships more than 2½ to 3 million tons of the ore. Even that would be more than enough to balance the traffic in the two directions in the St. Lawrence, though it would not come near correcting the disparity on the Welland.

But see what will happen when the 27-foot seaway is opened. The 20 million tons of upward-bound ore becomes the biggest traffic. The large ore-carriers that bring it up will not want to go back empty. It will be well worth their while to go up from Lake Erie in ballast to the Lakehead to pick up downbound cargoes of wheat. They will be able to offer a very favorable carrying charge, because in effect their only extra expense is the empty trip from Lake Erie to Fort William-Port Arthur. The downbound grain traffic is expected to swell from the present total of 2½ million tons (for all grain products) through the St. Lawrence to perhaps as much as 10 million. Even this would take up only half the capacity of the returing ore-carriers. Downbound coal would take, perhaps, another 3 million tons. Other miscellaneous cargoes (*e.g.* automobiles, iron and steel, and packaged freight) will probably add a few more million. But still the balance of the traffic looks like being predominantly upbound.

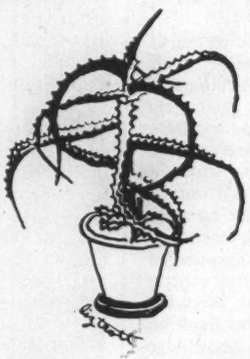
An interesting open question is whether the cheap freight offered by the returning ore-carriers will establish Seven Islands as a new transfer-port for export wheat. Obviously it would suit the operators of the carriers to take the export wheat right down to the end of their journey, raher than off-loading it at Montreal, Three Rivers or Quebec and continuing down river empty. But the trouble about this is that the ocean ships which are to take the wheat abroad have no likely other business at Seven Islands. It suits them much better to bring import cargoes into Montreal, Three Rivers or Quebec and pick up their return cargo of grain there. There may be an interesting tussle between the inland and the ocean carriers about whether Seven Islands shall become a grain port as well as an ore port.

If the 20 million tons of ore constitute the main up-cargo for the new Seaway, it is not the only one. The 4 million tons of cargo which came up the 14-foot St. Lawrence canals last year may be expected to expand rather than contract. For example, it included three-quarters of a million tons of forest products. It is altogether likely that Quebec and Maritime forest industries will find it economical to ship their paper and pulpwood and woodpulp to mid-Continent by this cheap route. It's probably safe to count on some 2 million tons of this traffic.

By this sort of addition, vague and speculative as it is, it is possible to see an inland traffic of some 25 to 30 million tons using the Seaway upbound every year. The downbound traffic doesn't look like being as heavy, but it could easily reach 18 to 20 million tons.

This entirely leaves out of account the ocean vessels which may use the new canals. In the popular mind they have played a bigger role than they now play in official calculations. But there will certainly be some ocean traffic using the Seaway.

Last year 115 foreign vessels (*i.e.* all but U.S. and Canadian) carried 144,000 tons of freight through to Great Lakes ports from overseas. Outgoing 107 vessels carried 130,000 tons of cargo. Norway again supplied most of them—50 incoming, of which eight went back without cargoes. Holland sent 25 vessels, and two of them came in empty to pick up outgoing cargoes. There were 16 British vessels and 16 Swedish; and for the first time since the war German ships showed their flag on the Great Lakes. Ten of them visited Great Lakes ports last year.



But Canadian ships predominated in the through traffic from the ocean to the Lakes. 146 of them brought cargoes in from overseas, though there were only 35 outgoing laden.

The difficulty which will present itself to ocean-going steamers even when the 27-foot Seaway is complete will be the low rates for cargo which are expected to apply on the lakes and canals. Lake boats can operate for about half the cost of ocean-going steamers per ton-mile. This economy may not be enough to offset the cost of trans-shipment. But the stream of canallers returning empty after depositing loads of ore is expected to make for extremely cheap downbound rates. This probably means that it will not be economical for ocean-going vessels to come up the Seaway unless they can secure a cargo in both directions.

Perhaps this is part of the answer to the people who say that 27-foot draft, as proposed for the Seaway, is not enough. But there are more significant answers. To deepen the whole Seaway through to Lake Erie to 30 feet would cost twice as much as the 27-foot Seaway. To deepen it to 35 feet would cost four times as much.

The St. Lawrence Ship Channel up to Montreal now has a minimum depth of 32½ feet. It is being dredged to 35 feet throughout. But generally speaking there are only two classes of vessels which require this depth. One is the passenger liners. The other is the big oil-tankers coming from the Middle East. For the rest the ordinary cargo vessels draw 25 feet or less. A 1945 study showed that 84 per cent of the vessels using the port of New York drew 25 feet or less; 85 per cent of the vessels using Boston; and 97 per cent of the vessels using Baltimore. Yet all these U.S. ports have a depth of 35 feet. It is therefore claimed that the Seaway would attract a very minimum of extra ships if it were deepened beyond 27 feet.

There remains the question of tolls. Nothing is decided about this nor will be till the Seaway Authority has been established. But one great advantage of having the all-Canadian Seaway is that the tolls can be established by a Canadian authority alone. There can be no cheating: the tolls will have to be the same for vessels of all registry. But it is not unduly cynical to say that only Canadian interests need be considered in deciding which kind of traffic shall bear the heaviest charges.

Tolls could be levied in one of three ways: so much for every lockage, whether the vessel was large or small, laden or empty; so much per registered ton, so that big ships pay more than small ones whether laden or empty; or so much per ton of cargo carried. The first method is unlikely. It would unduly penalize the smaller vessels, and many of the existing 14-footers will still be plying the Lakes after the Seaway is built. The second is the method used on the Panama and Suez Canals. But on the St. Lawrence it would penalize the bigger vessels, especially the big ore-carriers if they have to make return trips in ballast. The third method, according to cargo, seems the likeliest. It was the only one discussed in the United States when they were first insisting on tolls.

The general scale of rates can be computed roughly this way. If the traffic on the Seaway amounts to about 48 million tons a year, and if the Authority has to raise about $18 million, it will have to charge an average of something like 33 cents per ton of cargo. (This is, incidentally, almost exactly the standard transshipment charge on a ton of wheat.)

It may be expected that around this average there will be a differentiation according to types of cargo, and according to who will eventually pay the transportation charge. Canadian interests would seem to indicate a low rate for the main bulk cargoes. We don't want to hinder the Labrador ore in making a competitive price at U.S. lake ports.

We don't want to charge our customers any more for wheat than we have to. We might be less concerned about adding a little freight to the cost of American cars going out for export, or even of miscellaneous foreign goods coming in.

But this is all in the future, and perhaps the St. Lawrence Seaway Authority will be bigger-hearted than this.

The great thing is that the Seaway is beginning to seem an assured thing, and an all-Canadian thing. There is every reason to suppose that it will easily pay for itself within 50 years by virtue of its inland traffic alone. Whatever it attracts in the way of through cargoes between overseas ports and the Great Lakes will be so much more sheer gain.

It does not now depend, as it once did, on the hypothetical extension of this ocean-going traffic.

MANITOBA'S MONIED MILE

CONTINUED FROM PAGE 14

without misgivings, not merely because the *Carillon News* is the only English-language journal in southeast Manitoba, but because the paper is notably good. Its forthright young editor is Eugene Derksen.

To Steinbach's businessmen, 20,000 thrifty customers with money to spend boil down to one word: competition. Aggressive competition has built so strong a local economy that not a single outside firm, retailer or manufacturer, has found a foothold there. Commercially, Steinbachers coach their own team.

For this, Steinbachers are quick to award credit to their forefathers who spotted the key trades. The town's first automobile agency, for example, dates back to 1911 when most of the west was still crying, "Git a hoss."

The Steinbach Flour Mill, operated for the better part of a century by Mayor Barkman's family, is one of the few rural mills in Canada still successfully holding out against the powerful national concerns—yet it must "import" most of its wheat.

THERE had been hungry days and crop failures, but Steinbach's future seemed darkest when the CNR's southerly line from Winnipeg to Fort Frances, Ontario, passed the town by. The merchants swallowed their disappointment and founded the half-dozen trucking fleets that today handle nine-tenths of the town's shipping and comprise one of its more important industries.

"The railway would be an advantage all right, but we can do without it," was the modest understatement of stocky young Ed Loewen (pronounced "Laven"), manager of C. T. Loewen and Sons Ltd. The firm built a prairie-wide reputation by mass-producing cabinets, windows, church pews and beekeeping supplies; but also bid for and landed profitable railway jobs. Ed Loewen is proudest of his $93,000 CNR dwellings contract—nine bunkhouses for the Lynn Lake mining development in northern Manitoba and 22 five-room homes for isolated sectionmen in four provinces.

BUT business, Steinbach style is more than low-cost production. It is a spirit difficult to define, though it has been best described as the essence of free enterprise. It disallows any such nonsense as a slack season; it means high wages and peak employment the year 'round; it demands low consumer prices through competition; it stands for basic Christian honesty.

Typical is the $1-million-a-year turnover of Penner's Garage, built on rubber tires and the imagination of two brothers, A. D. and J. D. Penner. For years, farmers had trouble fitting rubber tires to steel tractor wheels. So the inventive brothers designed interchangeable wheels, manufactured them to sell with their tires.

Their wholesale discounts multiplied many times. Therefore, in true Steinbach fashion, they slashed prices. Today, they do a mail-order business across western Canada, sometimes selling at more than 40 per cent discount, freight charges prepaid.

Some say the living embodiment of the Steinbach spirit is pudgy Frank Reimer, known half-affectionately, half-enviously as "Carload Frank".

With his affable father, P. B., Frank Reimer runs his big, seven-department general store along the lines of a city supermarket. He earned his sobriquet by hauling home the equivalent of freight car lots of goods in his own fleet of trucks and semi-trailers, then selling them in quantity.

Like most of Steinbach's businessmen, Reimer and his father are devout Mennonites; have been known to order an unsuspecting stranger to douse that cigarette or leave. Mennonites generally bear down hard on smoking, drinking, dancing and movies. It's odd, therefore, that Steinbach boasts a flourishing beer parlor.

Yet, the beer parlor's very existence is a symbol. Although the parlor caters mainly to travellers, protests against it reached a peak last year. Town officials gave in and called a referendum, but the resolution to close the parlor was soundly and surprisingly defeated.

The reason was as typically Steinbach as "Carload Frank" Reimer, the town's eight churches, or its 145 young Mennonites who defied tradition to serve in World War II. As Editor Derksen put it: "Many people felt they shouldn't interfere with the rights of others."

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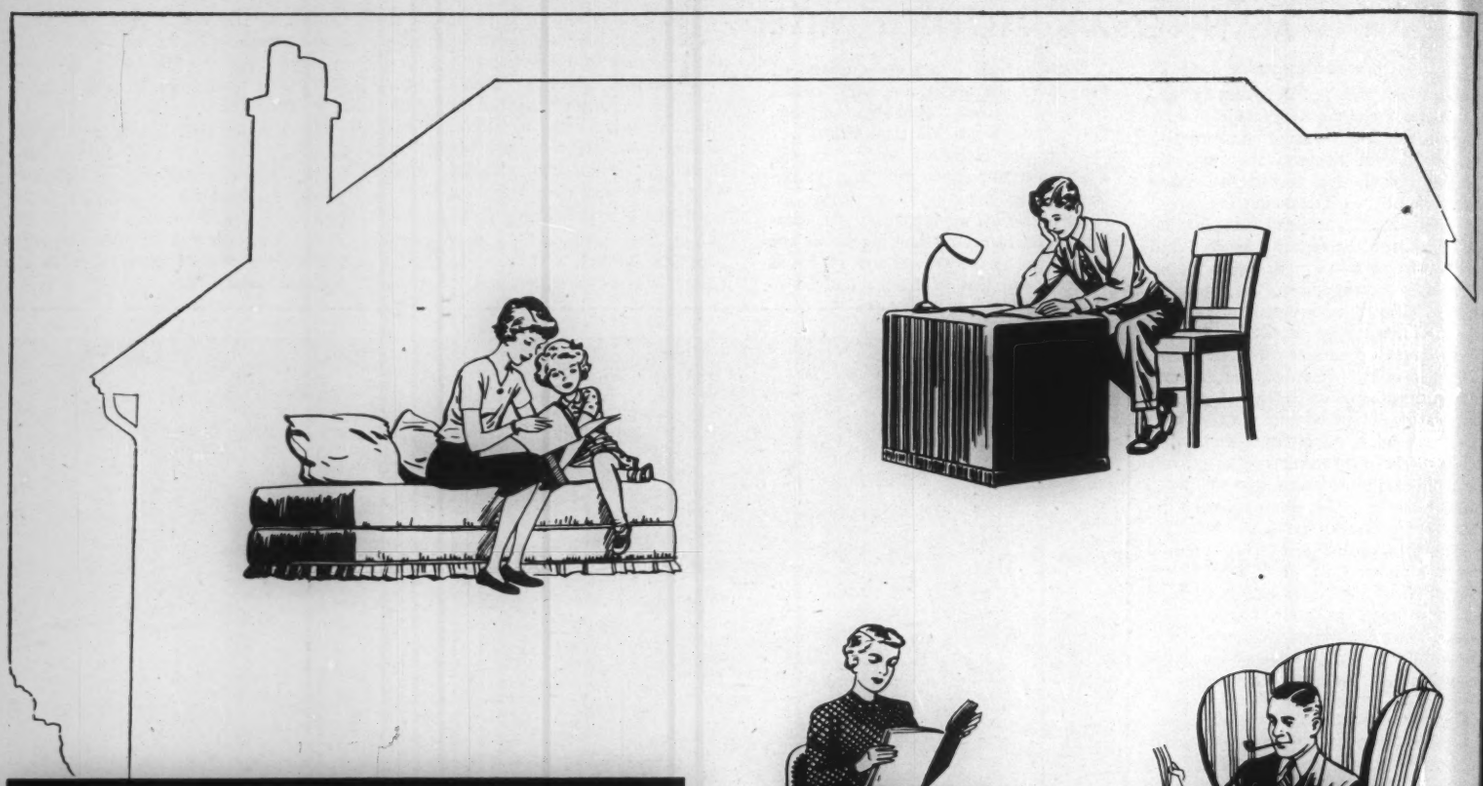
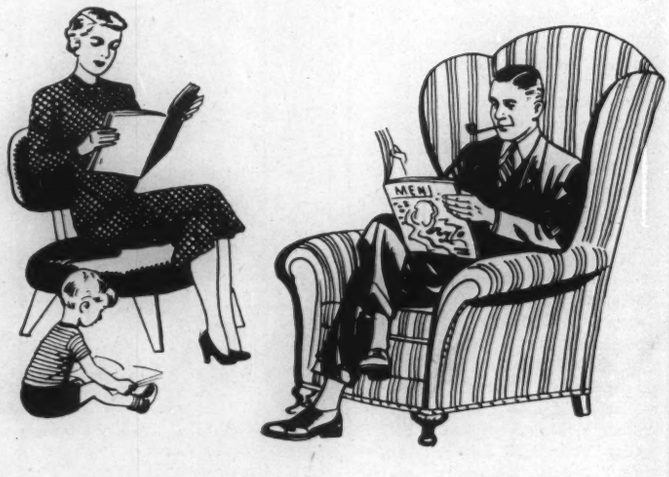


HOW MANY PEOPLE IN YOUR HOME READ MAGAZINES?



Each copy of a magazine is read by an average of three people 15 years of age and over, according to a survey of the magazine reading habits of Canadians.

This means that the national magazines of Canada, which have a combined net paid circulation of 3,468,371, have an actual reading audience of several million people more than their circulation.

Magazine circulation does not cease with the original purchase of a copy. The average magazine is so colorful and so interesting that people hate to throw them away. So, they are often passed along to friends and neighbours who also read them.

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